DECEMBER 8, 1958

THIRTY-FIVE CENTS

28TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Winston spends good like a tv network buyer should — Page 35

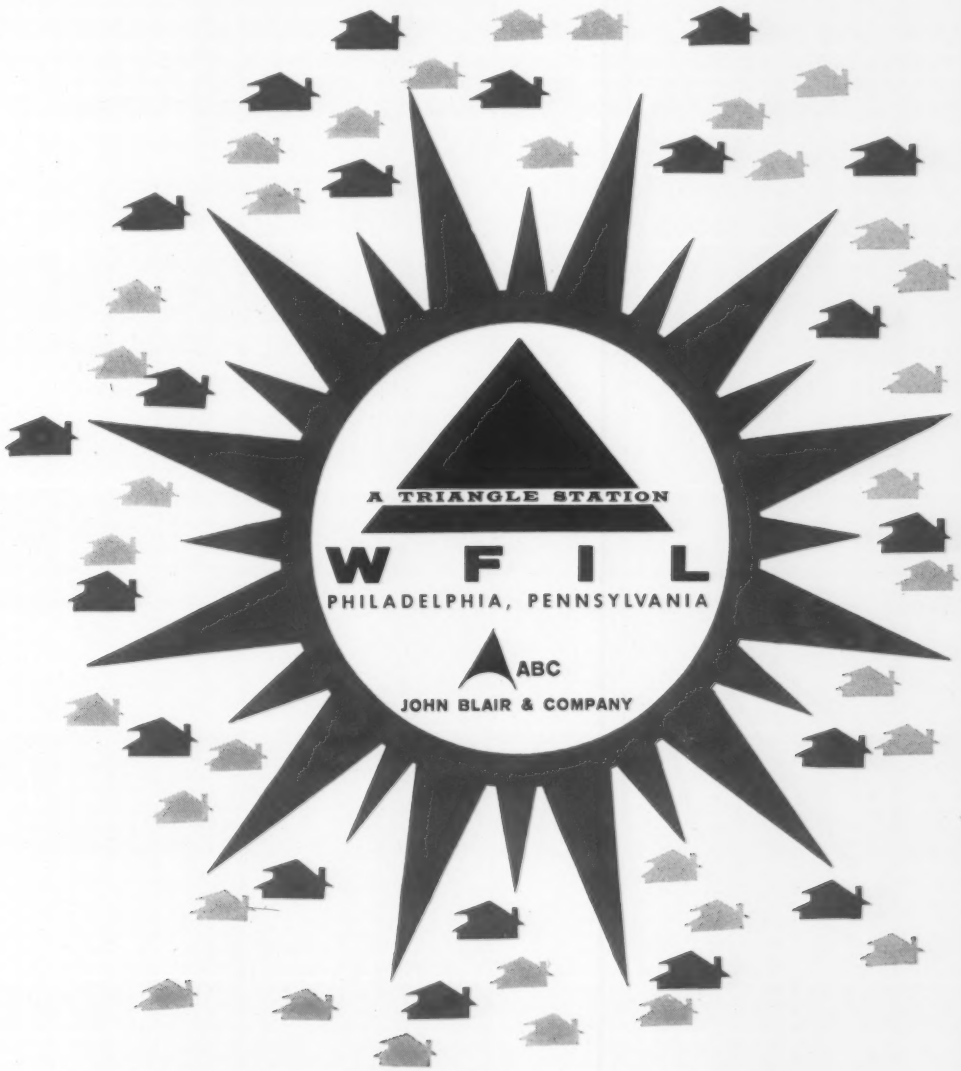
Aim of both parties: same city for '60 national conventions — Page 67

1st

Amazing but true, more than one out of every three radios in use is tuned to WFIL.

Latest Trendex: 18,600 coincidental calls week of November 10 prove WFIL has 120% MORE audience than number 2 station and MORE than the *total combined audience* of the third, fourth, fifth and sixth stations. Lowest cost per 1000 in Philadelphia area. Blair has the entire story.

First buy WFIL—because WFIL is 1st.



Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / WNBF-AM • FM • TV, Binghamton, N. Y. / WLBR-TV, Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / WNHC-AM • FM • TV, Hartford-New Haven, Conn.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

STOCKS 195.48 UP 0.80
SALES TOTALED 2,280,000 SHARES.
County Supervisor Lauds Ward's KCOP Expose of Coroner
Baxter Ward, KCOP news director and news caster, was publicly commended yesterday by supervisor Burton W. Chace, Chairman of the County Board of Supervisors, at a hearing in the Hall of Justice on questionable activities in the office of Coroner Theodore J. Curphey. Ward was credited with initiating the investigation which some 20 telecasts in the past months on KCOP, which
At the packed hearing in yesterday's headlines.
Curphey if he'd heard
SENATOR RICHARD RICHARDS
THE PROPOSAL IS APPROVED BY THE
WATER APPROPRIATIONS IN THE
IN THE LAST TWO SESSIONS OF
THE SOUTH HOLDS THE FUND
AREA OF THE
SATISFY
ATIVE WESTERN OFFER TO EXCHANGE
EEN REBUFFED. THE SOVIET UNION HAS
ECRETS EVEN UNDER A POSSIBLE EAST-WEST
ATTACKS. HIGHEST AUTHORITIES AT GENE
MAINLY INTERESTED IN A POLITICAL AGREEMENT
WEAPONS FOR SURPRISE ATTACKS.
UNITED NATIONS---THE UNITED
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H OVERSEAS MISSILE BASES. MCELR
CONCENTRATE INSTEAD ON INTERC
MCELROY ALSO SAID HE PLANS
55-THOUSAND MEN FROM TH
PREMIER KHRUSHCHEV HAS
PUT RUSSIA'S ECONOMY
EWSPAPER "PRAVDA" SAID
NS WILL BE GIVEN THE
DIATORS WILL TRY THIS
CHRYSLER
HCR36
(BONES---AT
BAKERSFIELD---
HUMAN BONES FOU
CAMPING TRIP.
THE BONES
A SMALL WOMAN.
YEARS.
THE BONES WERE UNCOVERED
TATTERED LEVIS AND SOME OF

KCOP 13 *Los Angeles' most powerful television station.*

STRANGE AD.

NOTHING TO SELL.

Some television newscasters read the news. Baxter Ward hunts it. Writes it. Reports it. In his own terse, clipped style -- sparked at times with his dry, subtle humor. But primarily, it's straight news, comprehensive, factual. Reported by a man whose background includes: Field Supervisor, Armed Forces Radio, Europe; London reporter, BBC; White House correspondent. He puts ten to fourteen hours of preparation into his two nightly newscasts. Both are sold out. Both have sponsors waiting. So why this ad? Well, we just thought it high time to pat the back of a very capable, intelligent, hardworking guy.

Coverage that Counts!

WJIM-TV

Strategically located to *exclusively* serve

LANSING.... FLINT.... JACKSON

Basic CBS

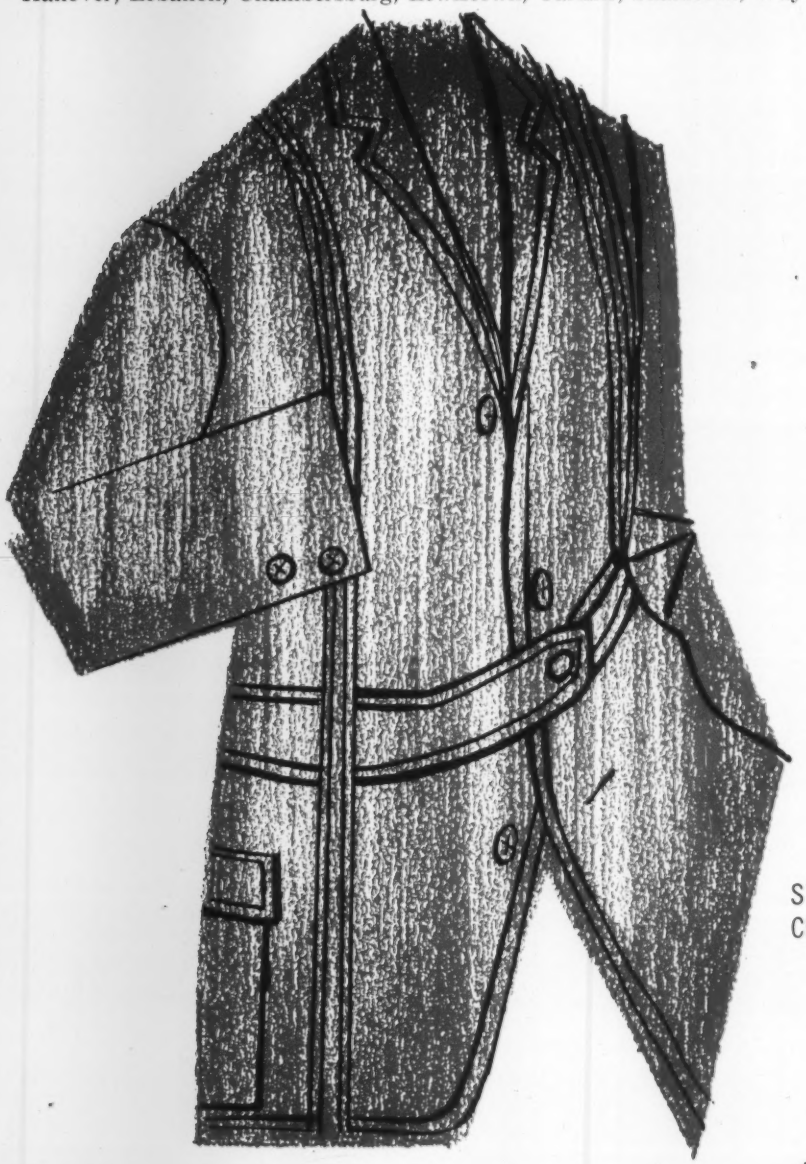
NBC... ...ABC

Represented by the **P.G.W. Colonel**

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.

multi-city buying is in fashion, too

Norfolk jackets are the last word in menswear fashion, but buying WGAL-TV's low-cost multi-city coverage is an established custom. This pioneer station is first with viewers in Lancaster, Harrisburg, York, and numerous other cities including: Reading, Gettysburg, Hanover, Lebanon, Chambersburg, Lewistown, Carlisle, Shamokin, Waynesboro.



STEINMAN STATION
Clair McCollough, Pres.

316,000 WATTS

WGAL-TV

CHANNEL 8 · Lancaster, Pa. · NBC and CBS

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

America's 10th TV Market • 942,661 TV households • $3¾ billion annual retail sales • $6⅔ billion annual income

Lancaster • Harrisburg • York • Reading • Gettysburg • Hanover • Lebanon • Chambersburg • Waynesboro • Lewistown • Sunbury
Carlisle • Pottsville • Shamokin • Lewisburg • Hazleton • Mt. Carmel • Bloomsburg • Hagerstown • Frederick • Westminster

closed circuit.

ODIOUS COMPARISON • If radio stations go to court for "reasonable" fees for ASCAP music licenses (see page 31), it seems certain that ASCAP will try to stack up its repertory and rates against those of competitor BMI. ASCAP authorities contend that while BMI rates are about 40% of ASCAP's, they should be closer to 10%—point BMI can be expected to contest strongly, since record shows BMI with over 30% of all performances, and some experts estimate ASCAP's advantage may be less than two to one. ASCAP authorities say they'd rather go to court than be accused of "doing something unreasonable," that they think there's good chance court would raise rates, but that as matter of "customer relations" they'd like to negotiate and accordingly their "door is always open." But neither side seemed inclined to make first move after local-license talks were broken off last week.

•

Transfer of James G. Riddell, ABC executive vice president (and director of AB-PT), to Los Angeles effective Feb. 1 (story page 70) recognizes growing importance of west coast operations in network affairs. His authority will be practically antonomous and it was at his own suggestion that move is being made.

•

BIG DEALER • William Zeckendorf Sr. will be seen more frequently as guiding influence in broadcasting investments. His participation with Broadway producer Roger L. Stevens in syndicate purchase of control of Outlet Co. and its WJAR-AM-TV Providence (story page 89) is only second step in that direction. Mr. Zeckendorf's Webb & Knapp Inc., one of world's largest real estate empires, already owns 50% of KBTV (TV) Denver. Zeckendorf diversification into broadcasting, he says, will be expressly Webb & Knapp activity, not personal, and will be handled by John C. Mullins, KBTV president—50% owner who also is third party in Stevens syndicate buying Outlet Co.

•

Producer Stevens has enough on Broadway and in his own real estate ventures to keep him busy. He hasn't "the slightest interest" in expanding radio-tv ties beyond Providence buy. WJAR-AM-TV happened to be part of total investment situation and he points out "the purchase was hastily done—there was lots of competition involved." About protest of sale by Joseph (Dody) Sinclair, Outlet Co. heir and WJAR-TV station manager, Mr. Stevens said Friday: "We're best of friends. In fact, we're having dinner tonight."

•

HIDDEN MEANING • Does FCC Comr. Ford know more than he's telling about best move in tv allocations? In Houston speech Friday he spelled out various alternatives and cited obstacles to each—but seemingly found fewest roadblocks to use of 174-474 mc band for continuous 50-channel tv service (see page 64). Comr. Ford is official FCC liaison with Office of Civilian & Defense Mobilization, central agency representing President on allocations. Since Ford plan is extension of Craven plan, it's noteworthy that Comr. Craven was Ford's predecessor as FCC liaison with OCDM. Craven plan suggests continuous 25-channel tv service beginning at 174 mc (present ch. 7).

•

FCC commissioners had second meeting with special tv allocations staff last Thursday, made little progress according to informed sources. Staff has been studying various alternatives (deintermixture, revised standards in vhf bands to permit additional channels in major markets, moving tv to uhf in major geographical areas). Last week's meeting mainly exploratory on byways of allocations schemes; no nearer crossroads leading to main highway yet.

•

NO BOONDOGLE • Speed of Judge Stern's Miami ch. 10 initial decision—exactly 14 days after final argument, and six weeks after record was closed in rehearing case—has caused considerable comment in and out of FCC. One jest going rounds last week: "Guess he hasn't been an FCC hearing examiner long enough yet to know union rules!" Regular hearing examiners usually get their decisions out anywhere from four months to six months after hearing—but, in partial extenuation, it mustn't be forgotten they usually have two, three cases going at same time. Judge Stern had only Miami case under his care; he was assigned Boston ch. 5 case after issuing ch. 10 decision.

•

Cowles interests, not at all crushed at cancellation of $6 million cash agreement to buy WREC-AM-TV Memphis (see page 89) still is actively looking for more properties. In fact, Cowles is negotiating with Murphy Broadcasting Co. stockholders for purchase of their 40% interest in CBS-affiliated KRNT-TV Des Moines. Ch. 8 grant was made three years ago when Murphy group and Cowles merged, with former taking 40% interest. Agreement provided, however, that Cowles could buy out Murphy group's 40% at end of three years.

•

NOT FAR ENOUGH • While there's general approval of FCC's revised program form [GOVERNMENT, Dec. 1] as far as it goes, there are broadcasters who feel it does not go far enough. Reaction in responsible quarters favors Comr. T. A. M. Craven's position, wherein he holds that law precludes FCC's delving into programs because it constitutes censorship. It's likely that request will be made for postponement of reply date for 60 days from Jan. 19—probably through NAB.

•

Sigma Delta Chi, national professional journalistic fraternity now in its 50th year, is in process of changing its ritual in keeping with electronic journalism era. In impressive initiation ceremony, symbolic paraphernalia has featured copy of newspaper. Change, to be submitted to membership for referendum, would add table microphone.

•

SWEENEY SUPPORT • That Western States Adv. Agency Assn. charge that RAB was "biting the hand that feeds radio" [TRADE ASSNS., Nov. 24] got short shrift at RAB board meeting last week, according to insiders. Executive committee endorsed RAB President Kevin Sweeney's response denying accusation that bureau's "$64,000 Challenge" test plan would bypass agencies [TRADE ASSNS., Dec. 1] and board approved unanimously. Several board members individually had already told WSAAA it hadn't read details first.

•

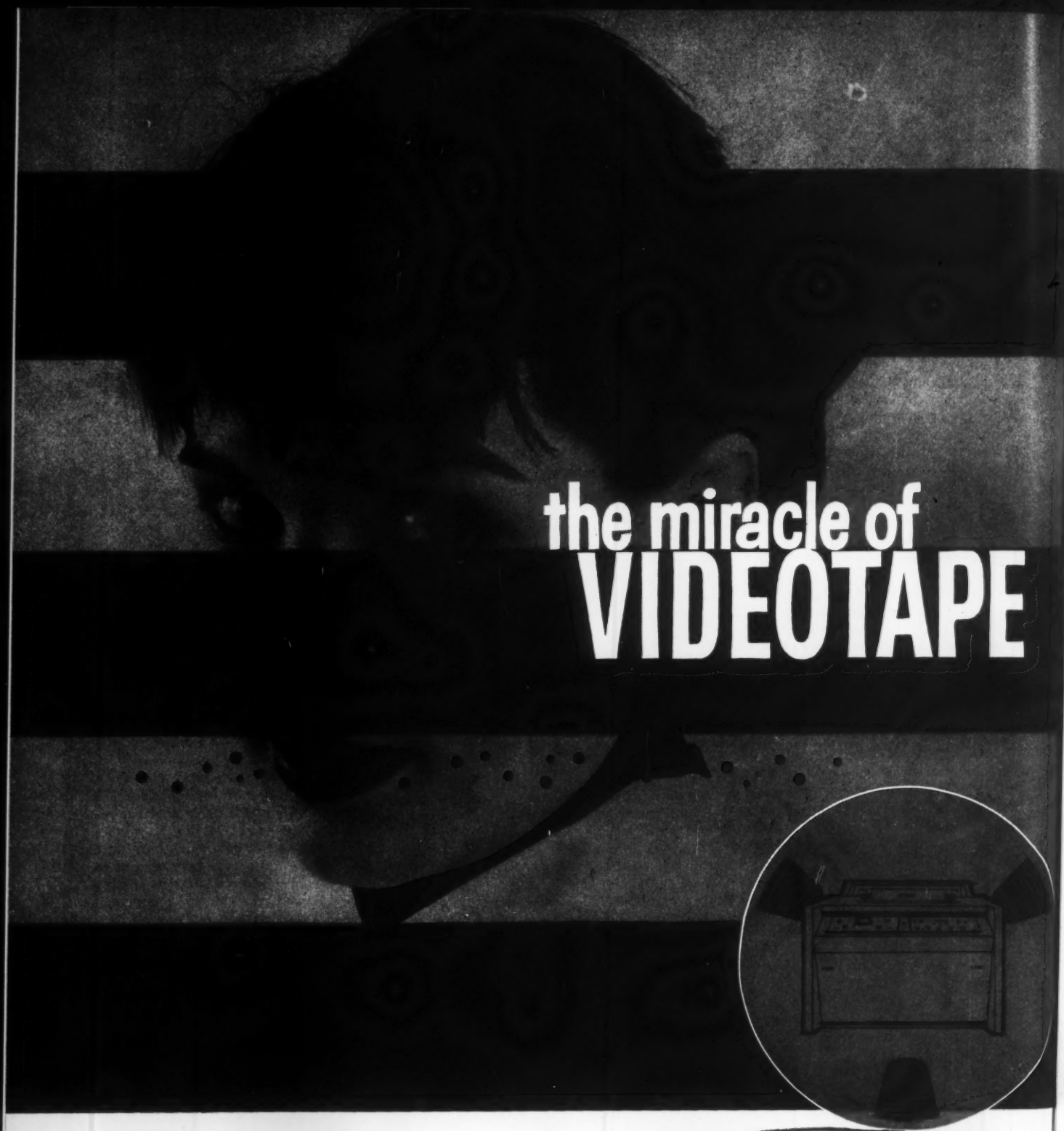
Subject of laugh tracks on comedy tv filmed shows is no laughing matter at one studio. Series to be aired next year was begun and six episodes were in can without laugh tracks when show was sold to sponsor who felt laughs were needed. Last week, with completion of 39th episode, the sponsor changed his mind, asked that canned laughter be eliminated. Question is whether he can be persuaded to change third time and if not whether it might not be simpler to find another sponsor than to try to undub recorded chuckles and guffaws.

•

SAME GAME • It's musical chairs for tv programs again this season. A. C. Nielsen Co. analysis to be released shortly will report that of this fall's 102 evening tv network shows, only half are in same time spots they had last May—and 42 of these are up against different competition or are preceded or followed by different programs. Of other 51, 26 are new and 25 have been moved to new time spots.

•

NBC-TV is considering "various forms" of minimum requirements as possible substitute for Barrow-criticized station must-buy base and hopes to reach decision soon. Its officials told FCC in hearings on Barrow report last spring that substitution of minimum requirements for must-buys would pose no serious operating problem. CBS-TV notified its affiliates 10 days ago that on March 1 it would go to some new form, apparently with minimum-dollar base [CLOSED CIRCUIT, Dec. 1], but form and details reportedly remain to be worked out. ABC-TV is on minimum-dollar basis.



now gives you
MORE SELLING POWER
on ATLANTA'S
live channel **5**

waga·tv
CBS
ATLANTA

Storer Television

STORER BROADCASTING COMPANY

WAGA-TV Atlanta | WJW-TV Cleveland | WJBK-TV Detroit | WSPD-TV Toledo

THE WEEK IN BRIEF

ASCAP Radio Talks Off—All-industry and society negotiators, "hopelessly apart," call further discussion useless. Issue now expected to end in court. No recurrence of 1941 ASCAP music blackout foreseen. Page **31.**

Alcoa, No Sleeping Dragon—Reynolds Metals' air-media sword has double edge: rival Aluminum Co. of America doubles its air media budget to make its job easier, Reynolds' harder. Page **32.**

Auto Accounting—Edsel shifts from FC&B to Kenyon & Eckhardt; Lincoln from K&E to Foote, Cone & Belding. Page **33.**

This Mogul Doesn't Like 'Fortune'—December issue of magazine, aimed primarily at tycoons, displeases Madison Ave.'s only real Mogul, named Emil. Agency president takes apart "Tv: The Light That Failed" article, also chastises industry leaders for continually being on defensive. Page **33.**

Liqueur Makes It—Though only 20% short of achieving 100 proof status, Grand Marnier orange and cherry liqueurs, most potent yet advertised on the air, go on radio. Agency says action was taken after reaching "careful and momentous decision." Page **34.**

Winston and Anacin—The cigarette leads tv network brand spenders in third quarter and headache tablet caps first place in September. TvB's breakdown on gross time charges for September and cumulative totals. Page **35.**

TvB in Auto Ad Land—Accelerate tv use or be left behind in sales is theme as Detroit executives are urged to get out of horse-and-buggy ad habits. Page **36.**

Grant Adv.'s 'New York Blues'—Thirteen staffers dismissed at New York operation in latest wave of personnel changes, attributed largely to recent account losses. Page **39.**

Coverage That Counts—B&B's Miller advises tv stations to give all agencies the same coverage story and stick to it. Page **39.**

Cards, Anyone?—But if you play, R. H. Bruskin Assoc. may really be learning how well you remember last week's tv commercial or a new product image. The game starts in January. It's called "AIM." Page **40.**

NTA Gross Going Up—Revenue for National Telefilm Assoc. for last fiscal year went up 41.2% to nearly $15.5 million. Net income declined, however, in face of increased amortization toll and investment in stations. Page **48.**

'Ding Dong' to Toll Again?—Wrather organization may add children's series for syndication by next March. Hank Saperstein reveals projected plans in Chicago. Page **48.**

Ch. 10 Down, Boston Next—Judge Stern recommends revocation of Miami ch. 10 grant to National Airlines; finds backdoor activities of WKAT and National Airlines disqualifying —but not absolutely; suggests new hearings. Jurist is handed Boston ch. 5 as next assignment. Page **56.**

Sweeney May Question Commercials—Appointment of new Federal Trade radio-tv monitoring chief seen foreshadowing stepped-up drive on questionable broadcast commercials. Charles A. Sweeney is new head of broadcast advertising unit. Page **57.**

Readying War Correspondents for War—UPI chief Frank Bartholomew proposes that armed forces, broadcasters and press set up reserve group of war correspondents who will be trained for coverage of modern warfare. Page **62.**

Allocations Possibilities—Comr. Ford spells out half-dozen alternatives in tv's allocation headache; recommends none but apparently likes 50 channel strip starting at 174 mc (ch. 7). Page **64.**

The Power of Broadcasting!—Radio-tv networks, through spokesman CBS' Sig Mickelson, get Democrats to postpone selection of 1960 convention site and to appoint committee to meet with Republicans. Goal: one city for both conventions. Page **67.**

Others Copy CBS Radio Plan?—Karol says they will, sees "consolidation" concept as key to "a happier day" all around. Network gives assurances that personnel cutback will be kept to minimum, with new jobs wherever possible for all involved. Programs slated for dropping are indicated. Page **68.**

Riddell to West Coast—ABC executive vice president reassigned to Hollywood as chief executive officer in charge of western division, effective in February. Hudson, in charge there since 1953, gets new contract, continues in advisory post as ABC v.p. and will handle special projects. Page **70.**

Big Money in RAB—Radio Advertising Bureau budget will go over $1 million in 1959. Board-membership meeting names Woodall chairman, approves new projects. Page **72.**

Stereo Makes the Grade—Electronics Industries Assn. labels it an "all-industry problem," starts setting up standards committee to bring conformity into the spreading technique. Page **74.**

Farm Directors to Cross Hudson—Association at Chicago convention decides to hold next meeting in New York in early '59 in order to better brief timebuyers on NATRFD members' vital functions. Page **76.**

AFTRA-Networks Near Agreement—Prospects brighten for an early settlement on a new contract between the tv-radio networks and the American Federation of Television & Radio Artists. Page **84.**

Providence Puzzle—William Zeckendorf Sr. and John C. Mullins, KBTV (TV) Denver principals, turn up as "mystery" associates of Broadway producer Roger L. Stevens in negotiations to buy control of Outlet Co. and its WJAR-AM-TV Providence. Page **89.**

MR. MAYS

Agency-Media Partnership — Advertising agencies and media are more to each other than customers and sellers, those on both sides of the counter are reminded by Roderick A. Mays, head of his own agency and president of Western States Advertising Agencies Assn. Why the WSAAA is out to "sell" agencies to media is the subject of Mr. Mays' MONDAY MEMO. Page **117.**

DEPARTMENTS

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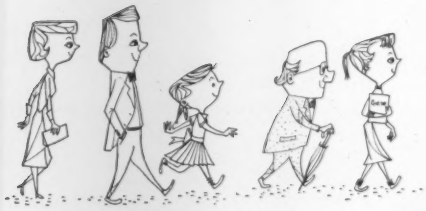
11 Years Of Family Programing Has Produced The Ideal Buying Audience

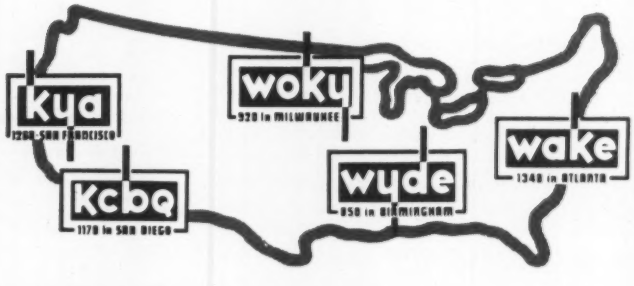


Effective radio advertising sells goods, services, ideas. Bartell Family Radio — always audience-dominant — enriches composition by involving all members of the family. This makes for maximum *buyership*.

That's why products which depend upon volume sales depend upon Bartell Family Radio.

Bartell it . . . and sell it!

BARTELL FAMILY RADIO
COAST TO COAST



AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by ADAM YOUNG INC.

at deadline

Stock Exchange Drops Trading In Jacobs Co., Mutual Parent

A. L. Guterma's F.L. Jacobs Co., numbering Mutual Network among its subsidiaries, was jolted by New York Stock Exchange, which suspended trading of Jacobs stock at start of business Friday. Action was laid to failure of company to file financial report with its stockholders as required by exchange regulations.

Immediate effect was to put dealing in Jacobs stock on over-the-counter basis. It had closed on Exchange Thursday at 7 and ⅞; by Friday afternoon over-the-counter bid was 5 and ¾ against asked 6 and ¼—drop of 2 and ⅛ in bid price from traded price Thursday.

Two courses of action are in prospect. Company, after completing financial report, could apply for reinstatement of trading on Exchange, which can either reinstate Jacobs Co. or start delisting proceedings. Exchange regulations require filing of financial report by three months after close of fiscal year. Jacobs Co. fiscal year ended July 31, so report was due by Oct. 31.

Company said Friday report is still not complete, but that auditors (Ernst & Ernst) hope to finish it by Dec. 31. Jacobs statement emphasized that "suspension by New York Stock Exchange was based solely on tardiness in filing its annual report. The action has no bearing on the company's financial condition. . . . The company wishes to reassure stockholders and the public that [it] is in better financial condition than at any time in recent years."

Delay in financial report was attributed to unusually complicated tax accounting problems involved with acquisition of new subsidiary, Symphonic Electronics Corp. (phonographs), during fourth quarter. Third quarter earnings (until April 30, 1958) reached 44¢ a share, compared to deficit of 70¢ per share in same period of 1957. Jacobs has 960,000 shares of common stock and 54,000 shares of preferred stock outstanding.

Court Wants Secret FCC Papers

Federal Judge John A. Danaher Friday ordered FCC to deliver to clerk of U. S. Court of Appeals secret papers used by Commission in reallocating 14 bands from civilian to government use last April. Action taken when government claimed Executive privilege for documents on which FCC based its reallocation of various bands ranging from 220 mc to 10,500 mc. [GOVERNMENT, Nov. 24].

Group of aeronautical interests including Airinc and Bendix have asked appeals court to force FCC to hold hearing, follow other prescribed rulemaking procedures. Commission's reallocation order was without notice or hearing, justified according to FCC on national defense requirements. FCC was ordered to deliver documents under seal to clerk of court who was ordered to deposit them in court's vault.

CBS News Pledged as Vehicle To Improve Human Relations

CBS News "will undertake a searching examination and a continuing assessment of human relations and their implications in the struggle for men's minds" as part of its contribution to improvement of human relations, CBS Inc. President Frank Stanton said in speech prepared for delivery at Anti-Defamation League forum last Saturday night (Dec. 6).

He said mass media cannot "eliminate bigotry or social violence" but can and should "bring about wider and fuller recognition of the problem, and to stimulate public discussion of it. . . . I am not satisfied that the mass media have done all they should in this regard. I am sure that we at CBS have not. It is true that all the mass media have done a fairly effective and thorough job of reporting the events [but] it just isn't good enough to rush out the stories when things happen. We must go after the story, and go after sufficient background to illuminate the story and give it meaningful substance."

Among special reports being researched for CBS Radio and tv, he said, are "South in Crisis," "North of the Mason-Dixon Line" (segregation in North), "Hatemongers," "Price of Discord" (what it costs this country both at home and overseas) and "Case History of Progress" (in human relations).

Dr. Stanton was slated to accept ADL medallion voted CBS for "distinguished contributions to the enrichment of America's democratic legacy" on special hour-long CBS-TV program titled *The American Jew: A Tribute to Freedom*, telecast yesterday morning (Sunday). Similar medallions went to *Look* magazine and *New York Times*.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 32.

ELGIN SEASONAL PUSH • Elgin National Watch Co., Elgin, Ill., through J. Walter Thompson Co., Chicago, will move into two NBC-TV programs before Christmas for one-shot participations. Elgin relieves RCA Whirlpool as Dec. 13-only 50% sponsor of *Perry Como Show* (also shared by Sunbeam, American Dairy, Noxzema, Chemstrand, Polaroid and Kimberly-Clark on varying weeks) and also relieves R. J. Reynolds Tobacco Co. night of Dec. 17 as half-sponsor of *Wagon Train* (shared by Reynolds, Ford Motor and National Biscuit Co.).

GREYHOUND GOES WITH RADIO • Greyhound Corp., Chicago, understood to be scheduling 24-week spot radio campaign in at least 50 markets throughout country, starting Jan. 2, 1959, and using late afternoon time periods primarily. Agency: Grey Adv., N. Y.

AMF GOES BOWLING • American Machine & Foundry Co., N.Y., will sponsor ABC-TV's coverage of the annual BPAA All-Star Bowling tournament finals January 18 (9:30-10:30 p.m.). Cunningham & Walsh, N.Y., is AMF agency.

MILES CHRISTMAS PITCH • Miles Labs. (Alka-Seltzer), Elkhart, Ind., reported to be lining up spot saturation radio schedule in about 50 markets throughout country for two weeks during holiday period, starting in mid-December. Agency: Geoffrey Wade Adv., Chicago.

CITRUS IN CANADA • Florida Citrus Commission kicks off Dec. 29 with citrus campaign using spot radio (10 announcements per week) in at least five markets in Canada. Drive to be extended through next June. Benton & Bowles, N.Y., is agency.

ARBITRON'S DAILY CHOICES

Listed below are the highest-rating television network shows for each day of the week Nov. 28-Dec. 4 as rated by the multi-city Arbitron instant ratings of American Research Bureau. A similar listing of daily leaders will appear in this space each week. The material, supplied to BROADCASTING Friday, covers the week through the preceding night.

DATE	PROGRAM AND TIME	NETWORK	RATING
Fri., Nov. 28	*Phil Silvers* (9 p.m.)	CBS-TV	26.3
Sat., Nov. 29	*Perry Como* (8 p.m.)	NBC-TV	28.5
Sun., Nov. 30	*Wonderful Town* (9 p.m.)	CBS-TV	31.0
Mon., Dec. 1	*Lucille Ball, Desi Arnaz* (10 p.m.)	CBS-TV	34.9
Tues., Dec. 2	*Rifleman* (9 p.m.)	ABC-TV	24.8
Wed., Dec. 3	*Wagon Train* (7:30 p.m.)	NBC-TV	27.7
Thurs., Dec. 4	*Zorro* (8 p.m.)	ABC-TV	21.1

at deadline

V. P. Johnstone, Client Revlon Part Company With DR&J Agency

"Differences of opinion" between Dowd, Redfield & Johnstone's president John C. Dowd and Executive Vice President Edmund F. Johnstone led Friday to announcement that Mr. Johnstone would resign from agency this week. At same time it was learned Revlon Inc. would leave DR&J Jan. 1, pulling out $1 million billing (spread over Sunbath, Thin-Down, Baby Silicare powder and lotion and High Gloss hair spray).

Mr. Johnstone said he had no plans other than "to stay in the agency field," and that his departure and that of Revlon were "coincidental." He expects to announce new connection "before the end of the year." Revlon would not comment on its move, but it's understood agency may wait and see where Mr. Johnstone lands before reassigning accounts; should he join agency with conflicting cosmetics accounts, chances are Revlon may split DR&J accounts among its remaining six agencies.

DR&J was founded in 1950 out of merger between Redfield & Johnstone (of which Ed Johnstone was president) and John C. Dowd Inc., Boston. Though executive vice president at DR&J, Mr. Johnstone was chief executive officer of New York operations.

FCC Appeals Multiplex Decision On Grounds Court Not Informed

Federal judges did not understand technicalities of fm multiplexing, FCC and Justice Dept. said Friday, and therefore entire U. S. Court of Appeals should rehear argument. In petition for rehearing, government said appeals court ruling Nov. 7 that Commission's 1955 multiplexing rulemaking was invalid stemmed from "misconception of the nature of the operations. . . ."

Court, by two-to-one vote, ruled that WFMF (FM) Chicago could continue simplex operation, including functional music operations [AT DEADLINE, Nov. 10]. Majority said FCC's determination that functional music operations are not broadcasting doesn't square with Communications Act.

Petition filed Friday warned that court ruling would have serious and disruptive impact on fm broadcasting, if allowed to stand. It emphasized differences between broadcasting and functional music operation; also described technicalities of simplexing and multiplexing.

NBC-TV GETS PLUM

NBC-TV has landed prize talent plum—Sir Laurence Olivier—to exclusive one-year pact for U. S. tv appearances. First on schedule: 90-minute special featuring Sir Laurence, Judith Anderson, Hume Cronyn and Pier Angeli in W. Somerset Maugham's "The Moon and Sixpence." Time and date are to be set, with production (on videotape and color) to be handled by Talent Assoc. Ltd., direction by Robert Mulligan, script by Don Mankiewicz. Rehearsals start today (Dec. 8).

FTC Charges Construction Firm With False Media Advertising

Federal Trade Commission filed complaint Friday against Chicago stone company, charging deceptive television advertising. Charges against Coral Stone Construction Co. claimed broadcast advertising offered home remodeling jobs at low monthly prices (which were never permitted) and failed to qualify its guarantees on its stonework.

Other FTC actions: Approved consent order against General Products Corp., Los Angeles, to stop misrepresentations in its radio advertising for two drug preparations; issued order dismissing complaint against American Television Inc. and deForest-Sanabria Corp., both Chicago, on bait advertising and misrepresentations in selling tv sets on grounds both companies are bankrupt with all assets sold and charters dissolved.

McKenna, Whitney Buy Stations

Sales filed Friday:

Washington radio-tv attorney James A. McKenna bought 80% of WCMB-AM-TV Harrisburg, Pa., from Edgar T. Shepard Jr. (66⅔%) and Edgar K. Smith (13⅓%) for total $277,500—$192,000 for stock and balance for related agreements. Mr. Smith retains 20% and continues as vice president-general manager. Mr. McKenna owns 50% of KEVE Minneapolis-St. Paul. WCMB-TV (ch. 71) suspended operations in April 1957.

John Hay Whitney, financier, broadcaster (Corinthian stations), publisher and ambassador to Great Britain, joined theatrical and radio-tv producer Martin Stone in ownership of New York state daytimers WNRC-AM-FM New Rochelle and WVIP Mt. Kisco. Corporation owned 50-50 by Messrs. Whitney and Stone will own 100% of WNRC outlets, for which Mr. Stone paid $225,000 Nov. 13 in purchase from Donald and Frances Daniels. Corporation is buying 40% of WVIP from E. Martin O'Flyn for total $125,000, leaving Mr. O'Flyn with 10%. Mr. Stone, who owns other 50% of WVIP, surrenders his stock to new corporation of which he will be half owner.

PEOPLE

GORDON F. HAYES, western sales manager, CBS Radio Spot Sales, appointed vice president of CBS Radio for spot sales.

CHARLES H. COLLEDGE, vice president for facilities operations, NBC, named general manager of broadcast and tv equipment division of RCA. He will be succeeded in NBC post by **ROBERT L. STONE,** who resigned last week as general manager of WABC-TV New York (see page 105).

ROBERT J. REARDON, associate copy director, and **NELSON WINKLESS,** television film copy supervisor, appointed vice presidents of Leo Burnett Co., N .Y.

MALCOLM C. KLEIN, assistant general sales manager of KABC-TV Los Angeles since 1956, appointed vice president and general manager of WNTA-AM-FM-TV Newark, assuming general manager duties being relinquished by **GERALD O. KAYE,** who continues as president of stations.

ALAN WALLACE, vice president for radio-tv programs and 13-year veteran with Needham, Louis & Brorby, Chicago, has resigned and will announce future plans shortly.

Roberts Asks FCC to Accept Applicants for Miami Ch. 10

FCC was asked Friday to let prospective ch. 10 Miami applicants file applications and appear as intervenors in closing phases of remanded case. Petition filed by Elzey Roberts (former KXOK and KWK-AM-TV St. Louis stockholder) asked Commission to permit applications to be filed if National Airlines permit is revoked.

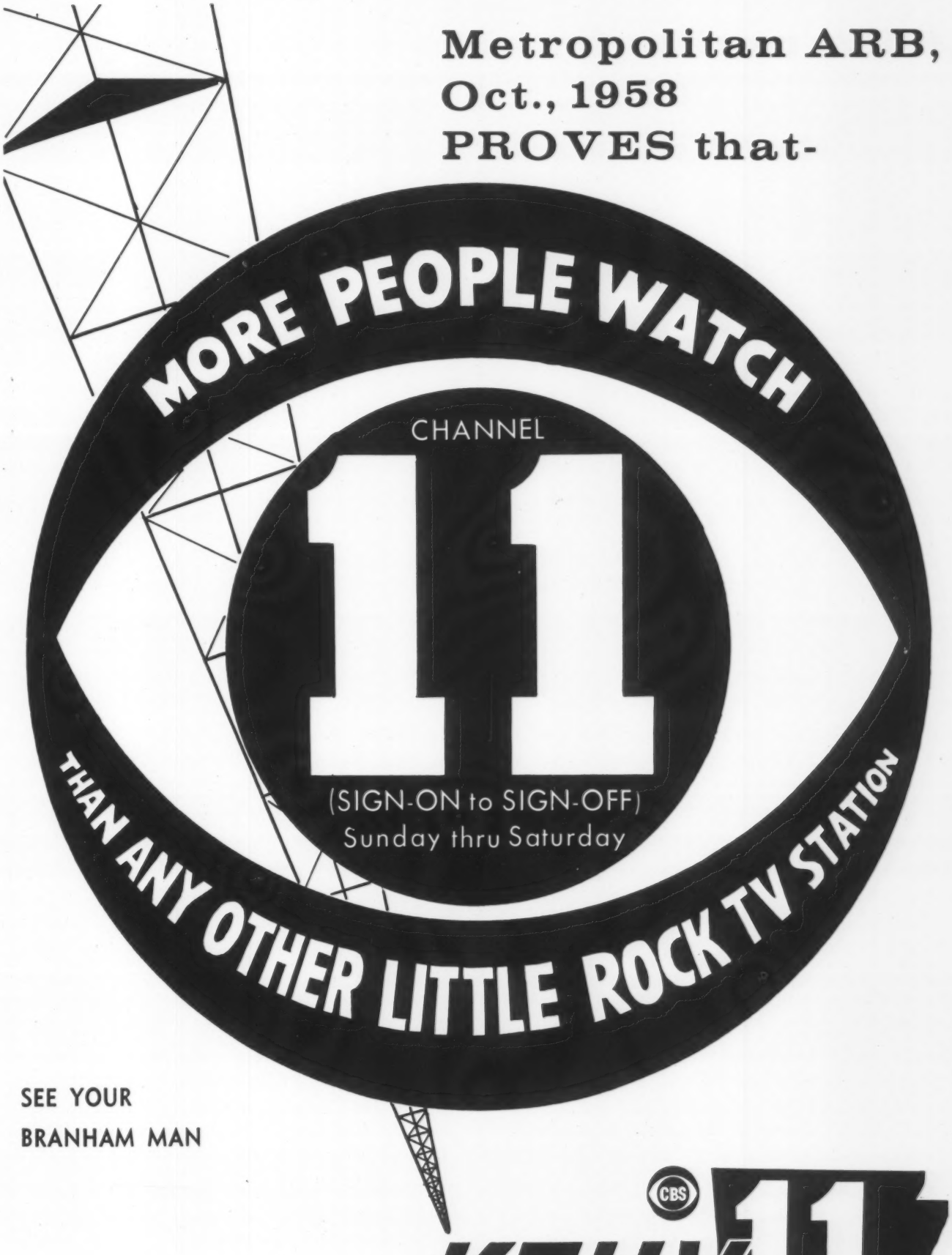
Mr. Roberts also asked that applicants be permitted to take part in closing phases of Miami ch. 10 rehearing as *amici curiae*. In FCC proceedings following initial decision by Judge Horace Stern (see page 56), all but one applicant may be found unqualified, Mr. Roberts said. This one, L. B. Wilson Inc., however, "in effect became a new applicant during the course of the hearing,' Mr. Roberts asserted, since principal owner, L. B. Wilson, is dead.

"In view of the above circumstances and the passage of time since the original hearing [1954] it seems evident that the public interest requires that, if the present construction permit is revoked or set aside, ch. 10 should be thrown open to new qualified applicants," Mr. Roberts said.

Earlier in week, group of Miami businessmen were reported readying application if ch. 10 grant is withdrawn.

RCA Declares 50¢ Dividend

Extra dividend of 50¢ and regular quarterly dividend of 25¢ per share on RCA common stock announced by Board Chairman David Sarnoff after board meeting Friday. Dividends payable Jan. 26 to holders of record at close of business Dec. 19. Board also voted dividend of 87½¢ per share on first preferred stock for period Jan. 1, 1959 to March 31, 1959, payable April 1 to holders of record at close March 9.



SEE YOUR
BRANHAM MAN

CBS

KTHV CH. 11

LITTLE ROCK

HENRY CLAY, Executive Vice President
B. G. ROBERTSON, General Manager

Thank You

FOR YOUR WIRES AND CALLS . . .

THE BATTLE FOR LAW AND ORDER IN "THE TOWN TOO TOUGH TO DIE"

"Superior production, perceptive casting, knowledgeable direction and tight writing . . ."
—BILLBOARD

". . . has shot its way into the Nielsen bigtime . . ."
—RADIO DAILY

". . . kept me at my set right through the commercial! . . . Crisply and believably written!"
San Francisco CALL BULLETIN

". . . one of the best of the new Western crop."
—BILLBOARD

starring

AS SHERIFF CLAY HOLLISTER

AS EDITOR HARRIS CLAIBOURNE

TOMBSTONE TERRITORY

BEAT Dinah Shore Chevy Show. . 7 times in 8 surveys!
BEAT I Love Lucy . . . . . 13 times in 13 surveys!
BEAT The Californians. . . . 12 times in 13 surveys!
BEAT Pat Boone. . . . . 11 times in 13 surveys!
BEAT Bob Cummings. . . . . 11 times in 13 surveys!
BEAT U. S. Steel Hour. . . . 11 times in 13 surveys!
BEAT Person to Person . . . 10 times in 13 surveys!
and always **BEAT** Suspicion, George Gobel, Colt .45, Welk's Top Tunes, Eddie Fisher, Your Hit Parade, etc.

Nielsen, Oct. '57 thru Apr. '58

OUTSTANDING RATINGS IN MARKETS LARGE AND SMALL

Detroit	San Diego	Baltimore
ARB, July '58	Pulse, Aug. '58	ARB, Sept. '58
Cincinnati	Lubbock	Portland, Ore.
ARB, Feb. '58	ARB, Apr. '58	ARB, June '58
Seattle-Tacoma	San Antonio	Los Angeles
ARB, Apr. '58	Pulse, Mar. '58	ARB, Mar. '58

"My Gawd, she's TALL!"

YESSIR, she IS tall-l-l — the tallest thing man ever made in North Dakota—WDAY-TV's new antenna, 1206 feet above the ground (1150 feet above average terrain!).

As you know, tower height is extremely important in getting TV coverage—more important than power, though WDAY-TV of course utilizes the maximum 100,000 watts.

So WDAY-TV—with new Tower and new Power—will soon be covering 96% more of North Dakota-Minnesota's best countryside than before—60% more of the prosperous Red River Valley's families than before!

Even before building this tremendous new tower, ratings proved that WDAY-TV is the hottest thing in the Valley. Soon they'll be better and better, and for greater and greater distances!

ARB — December, 1957 SHARE OF AUDIENCE Metropolitan Area	
	WDAY-TV
9:00 A.M. — 6:00 P.M. Monday - Friday	77.2
6:00 P.M. — 10:00 P.M. Sunday - Saturday	74.1
10:00 P.M. — Midnight Sunday - Saturday	81.1

Ask PGW for all the facts!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC • ABC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

Practical Guide or a Tightrope?

EDITOR:

I have taken a good look at the Standby Voluntary Censorship Code [LEAD STORY, Aug. 4]. I find some items seem far more ridiculous than sublime. For instance:

We are asked not to broadcast information about actual attacks on the continental U.S. . . . in the interests of preventing panic. If I understand this, and perhaps I don't, when reduced to its ultimate absurdity, it means that we are not to breathe a word about falling bombs or flying bullets even as they fall on the station's roof . . . unless the information is made available for broadcast by appropriate authority, says the code.

"Appropriate authority" can turn out to be a shadowy, shifting element. If Colonel Jones authorizes a report and the report is broadcast and nobody bigger objects, then maybe the reasonable colonel is "appropriate authority." If somebody bigger does object, then Colonel Jones can be declassified from the category and we are left with no appropriate authority. . . .

An examination of the restrictions on weather news brings out what strikes me as most strange: "News about weather occurrences in any area must be specifically cleared through the Office of Censorship." There is something hilarious and horrible about some aspects of this code.

Jock Bliss, News Director
WLAV Grand Rapids, Mich.

The Cut That's Kind

EDITOR:

The Delaware County National Bank sponsors a five-minute newscast each afternoon on WVCH through Ecoff & James Adv. Agency, Philadelphia.

Today we received the December commercial copy, usually a full minute in length. However, it was a series of short 20-second commercials with this explanatory letter for E&J Vice President Don Battle:

"We've come to the conclusion there are just too many darned commercials on the air. And what's more, most commercials are too long. So we decided to do something about it in our Delaware County National Bank commercials. We've cut copy to the minimum to give extra time to the news—something our listeners should appreciate."

Mr. Battle and Delaware County deserve a word of congratulation. Here is a sponsor who cuts under the standards of NAB.

Robert A. Hibbert, Station Mgr.
WVCH Chester, Pa.

Let's Part Company

EDITOR:

Radio is being urged to editorialize; can't radio be a bit original and think up some other title? How many radio stations are using the sound effects of a teleprinter to introduce newscasts? Why not use music and lose the stigma of newspapers?

The three different media should go their own way without [radio-tv] leaning on their predecessor.

Chester J. Stuart, Program Director
KRMW The Dalles, Ore.

The Philadelphia Story

EDITOR:

Re the article [STATIONS, Nov. 24] which states Storer said WIBG Philadelphia is "No. 1 in the market according to rating services," please be advised that in the September-October Pulse, released approximately two weeks ago, WIBG and WCAU are tied for first place and WFIL and WPEN are tied for next place. But 7/100ths of a rating point separates all four. Trendex for the Nov. 10-14 Monday through Friday period shows WFIL's signon to signoff share to be 36.4%, 120% greater share than the second station and virtually as much audience as the next three stations combined. . . .

John D. Scheurer Jr.,
Director, Public Relations & Programming
Triangle Stations
Philadelphia

IN REVIEW

WONDERFUL TOWN

The Eileen story apparently is one for the ages, and the *Wonderful Town* musical version seems just as timeless. After years on the stage, on the screen and on long-play records, *Wonderful Town* still made a wonderful television show.

Rosalind Russell's fresh interpretation, after creating the musical Ruth role these many years ago, showed the stuff artists are made of. The tv camera provided a critical test of her performance, and displayed a sensational pair of long legs perhaps to greater advantage than the stage. Jacquelyn McKeever as a sweet-voiced Eileen and Sydney Chaplin as the *Mad Hatter* subeditor gave the star excellent support, as did all those other "interesting people on Christopher Street."

Hearing Leonard Bernstein's well-remembered score provided quite a contrast to an earlier teleview on CBS-TV the same Sunday of the New York Philharmonic conductor dressed in tails and interpreting Beethoven's Ninth Symphony for viewers. CBS-TV gave a faithful report of the Christopher Street sets and action, triumphing over the screen's dimensions to contain streetsful of Greenwich Villagers. The bits in the Village Vortex club, where the celebrants looked like nothing so much as a large party of fishing worms, were particularly funny.

The show's choreography was well adapted to television. The commercials were stand-outs, too, as small parts of a conspiracy to immobilize a nation for two hours

Production costs: Approximately $600,000.

Sponsored on CBS-TV Nov. 30, 9-11 p.m. by Westclox through BBDO, Carling Brewing through Lang, Fisher & Stashower and Procter & Gamble through Grey Adv.

Executive producer: Ralph Fields; producer: Robert Fryer; composer: Leonard Bernstein; lyrics and vignettes: Betty Com-

The letters that SPELL the difference

WGH

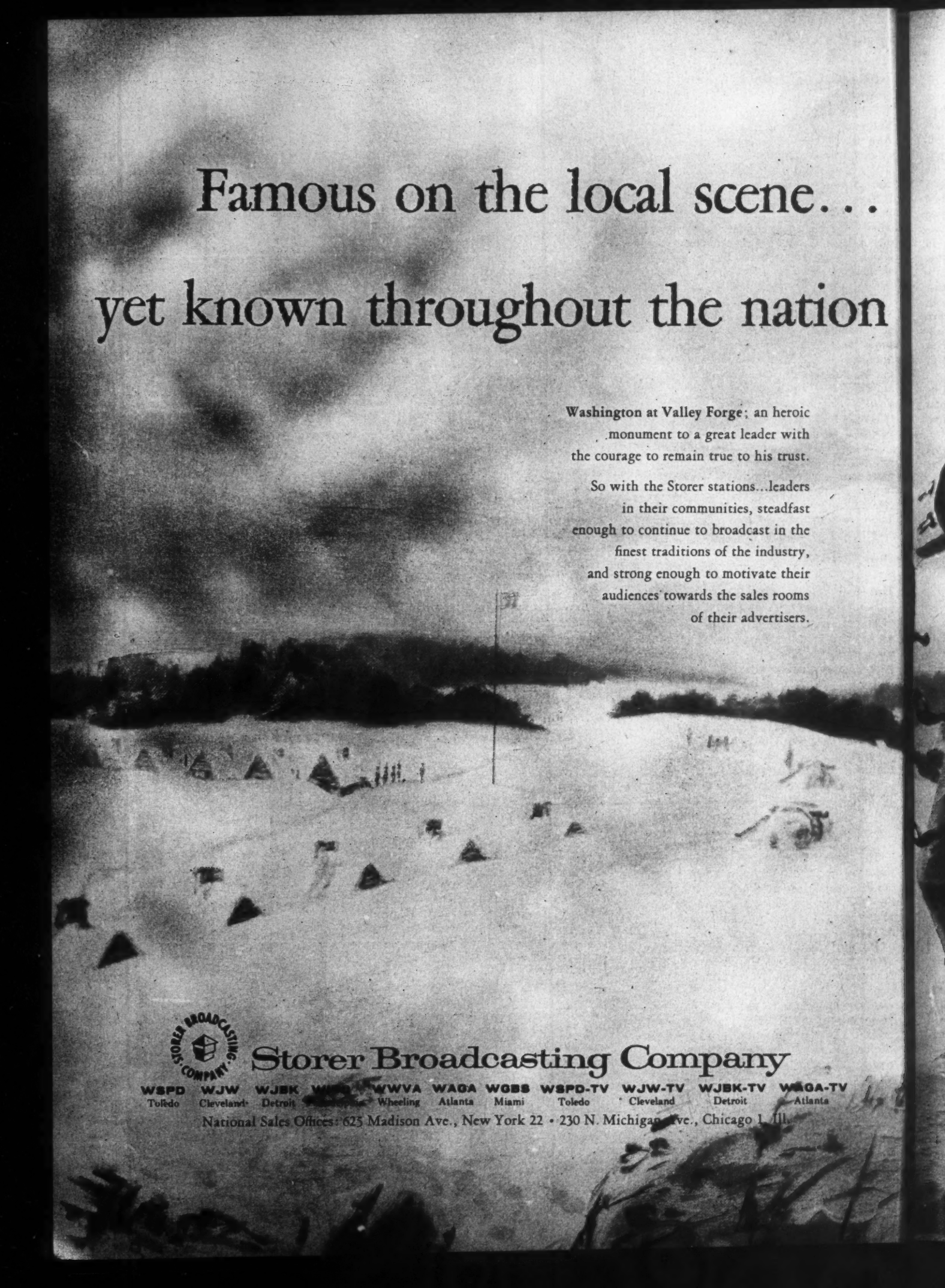
* RADIO ONE IN VIRGINIA'S LARGEST MARKET

** NORFOLK PORTSMOUTH NEWPORT NEWS HAMPTON REPRESENT THE NATION'S 27th BUYING MARKET

* Pulse-Trendex
** SRDS

Nationally Represented by .....

JOHN BLAIR & COMPANY


Famous on the local scene...
yet known throughout the nation
Washington at Valley Forge; an heroic monument to a great leader with the courage to remain true to his trust.
So with the Storer stations...leaders in their communities, steadfast enough to continue to broadcast in the finest traditions of the industry, and strong enough to motivate their audiences towards the sales rooms of their advertisers.
STORER BROADCASTING COMPANY
Storer Broadcasting Company
WSPD Toledo
WJW Cleveland
WJBK Detroit
WWVA Wheeling
WAGA Atlanta
WGBS Miami
WSPD-TV Toledo
WJW-TV Cleveland
WJBK-TV Detroit
WAGA-TV Atlanta
National Sales Offices: 625 Madison Ave., New York 22 • 230 N. Michigan Ave., Chicago 1, Ill.

WASHINGTON AT VALLEY FORGE" COURTESY OF
OSBORNE, KEMPER, THOMAS INC., CINCINNATI 12, OHIO

SERGEANT PRESTON of the YUKON

Leads the Rating Race in Market after Market!

BALTIMORE		
Pulse, May, 1958	SERGEANT PRESTON	31.3
	Highway Patrol	19.8
	Silent Service	15.3
	Sea Hunt	14.8
	State Trooper	12.8
CLEVELAND		
Pulse, March, 1958	SERGEANT PRESTON	22.2
	Sheriff of Cochise	18.2
	Sea Hunt	17.9
	State Trooper	17.5
	Honeymooners	15.2
FLINT		
ARB, Jan., 1958	SERGEANT PRESTON	29.4
	Honeymooners	23.6
	Whirlybirds	22.5
	Sea Hunt	18.8
	Highway Patrol	12.3
WINSTON-SALEM		
ARB, April, 1958	SERGEANT PRESTON	27.3
	Sea Hunt	22.5
	Adventure Scott Island	17.3
	Gray Ghost	12.4
	Silent Service	4.8
NEW YORK		
Arbitron, 9/25/58	SERGEANT PRESTON	16.6
	State Trooper	14.5
	Highway Patrol	9.6
	Silent Service	6.4
	Sheriff of Cochise	3.6
PROVIDENCE		
Pulse, Jan., 1958	SERGEANT PRESTON	29.8
	Harbor Command	27.3
	Highway Patrol	25.8
	Silent Service	21.8
	Twenty-Six Men	19.3
SYRACUSE		
ARB, Feb., 1958	SERGEANT PRESTON	36.3
	Silent Service	34.9
	Sea Hunt	31.7
	Sheriff of Cochise	21.9
	Highway Patrol	21.5

ITC INDEPENDENT TELEVISION CORPORATION

488 Madison Ave. • N.Y. 22 • Plaza 5-2100

den and Adolph Green; director: Mel Ferber; associate producer: Stanley Flink; writers: Joseph Fields and Jerome Chrodorov, based on stories by Ruth McKenney and play, "My Sister Eileen"; set designer: Jac Venza; musical conductor: Lehman Engel.

ART CARNEY MEETS PETER AND THE WOLF

Children of 40 and grown-ups of 11 were treated to a rare combination of Russian folk-lore and American satire Sunday, Nov. 30, on ABC-TV's *Art Carney Meets Peter and the Wolf*.

Messrs. Carney and Wolf stole the show from Master Peter, who was not given the opportunity to sing such roguishly appealing songs as "Be Glad There's a Hole in Your Head" (Carney) and "All I Am I Owe to Turpitude" (Wolf). Paul Weston and Ogden Nash were the composer-adapter and lyricist of these and several other songs (based on Prokofieff themes) that all but engulfed the classic tale which was deftly if briefly enacted by the marionettes in Act II.

Puppets and people mix well when each treats the other like one of its own kind. It was difficult to determine during Sunday's special whether Carney was a particularly agile marionette or Bil and Cora Baird's puppets were slightly arthritic people. Praise should not be omitted for Andy J. Russell, whose script encompassed flesh and wood skillfully.

Such a show, with its gentle, intimate appeal and sly humor, is most effectively presented in that medium—television—where subtlety and gentleness are naturally and easily conveyed. Its success, due to intelligent gathering of outstanding talent in every department, should encourage other producers who would find that the stimulating and the imaginative are not so inaccessible as they seem to insist they are.

Production costs: Approximately $125,000.

Sponsored by Minnesota Mining & Mfg. Co. through MacManus, John & Adams Inc. on ABC-TV, Nov. 30, 5-6 p.m.

Executive producer: John B. Green; producer: Burt Shevelove; director: Dick Feldman.

TWENTIETH CENTURY

No doubt those who said tv would never tackle dope addiction will have changed their minds after seeing the two-part CBS-TV study on what makes Sammy take the needle and why he cannot stop. In this brilliant exploration of dope addiction by Al (*The Search*) Wasserman, the victim's name happened to be Fred. His plight—representative of the disease, not the patient—was summed up by New York City Commissioner of Correction Anna Kross: "The addict who leaves an institution is not in an enviable position. He is probably penniless. Most employers will not hire him, most social agencies will not handle him . . . most doctors will not treat him, his family may reject him, and most responsible people will misunderstand him, fear him and despise him."

Thus, here is the social outcast of the mid-20th Century. Whatever he may be, the program soon pointed up the myth of the "dope fiend." Interviewing actual victims of this dread habit, CBS found the addicted as wanting only escapism, sedation.

The broadcasts are significant on three counts: (1) by having tried to dispel the public misconception that the addict is a dangerous person, a criminal who should be locked up; (2) by pointing a damning finger at authorities who will compile statistics on drug addiction but who have, in the words of narrator Walter Cronkite, failed to "reveal the almost complete absence of follow-up facilities . . . tell about the pressures placed upon the addict, both from without and within" and who have so far dealt "in absolutes of success or failure, ignoring the innumerable shadings in between"; (3) by having been produced in the first place.

To be sure, "The Addicted"—like its predecessor, "Out of Darkness" (mental illness)—should be seen time and time again. It probably will.

Production costs: Approximately $100,000 for two programs.

Sponsored by Prudential Insurance Co. of America on CBS-TV, Nov. 30, Dec. 7, 6:30-7 p.m.

Producer-writer-director: Al Wasserman; production manager: Bob Rubin; photographers: Andy Laszlo, Stanley Meredith; editor: Luke Bennett.

LEONARD BERNSTEIN AND THE PHILHARMONIC

Musical surgeon Leonard Bernstein put his scalpel to work Nov. 30 on Beethoven's monumental Ninth Symphony. The results obtained were uneven.

Intellectually and musically speaking, the hour-long lecture-demonstration was on the highest plane as the maestro lectured in words of the layman, yet with his customary erudition, and demonstrated his words with musical illustrations by the New York Philharmonic-Symphony Orchestra. From the depths of despair to the heights of joy in the symphony's last movement, the music progressed under Mr. Bernstein's dramatic baton.

Visually speaking, the hour left much to be desired. When the cameras focused on Mr. Bernstein's showmanly conducting and his expressive face, the viewer saw a man who lives music, and realized that to him music is a living, breathing, animate object. But, when the cameras wandered to the musicians of the orchestra, the whole thing reached the depths of boredom.

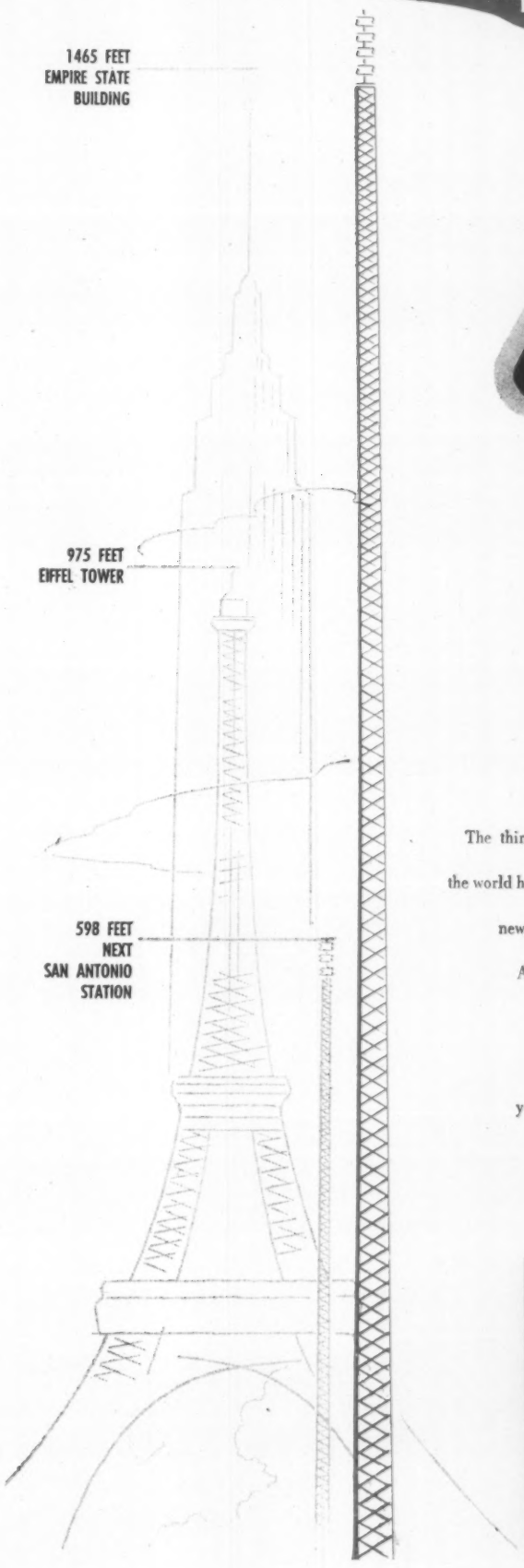
Since its earliest days, this question of visual interest has been the main drawback to symphonic presentations on tv. Mr. Bernstein's efforts have come closest to solving the problem, but there is still room for improvement.

Production costs: Approximately $100,000.

Sponsored by Ford Motors for Lincoln and Continental Dealers through Kenyon & Eckhardt on CBS-TV, Nov. 30, 5-6 p.m.

Produced by Robert Saudek Assoc.; executive producer: Mr. Saudek; director: William A. Graham.

1531 FEET - TEXAS TALL TOWER



A NEW MARKET

TEXAS' TALL TOWER EMPIRE

The third tallest structure in the world has created the nation's newest television market.

All currently available set count and market statistics are obsolete. To reach thousands of new families in this oil- and agriculture-rich Southwest Empire you must buy San Antonio's two most progressive television stations — available now at no increase in rates.

TEXAS
SAN ANTONIO

TALL TOWER EMPIRE

WOAI-TV
NBC • CHANNEL 4
KENS-TV
CBS • CHANNEL 5

... There's

There's **WJXT** in Jacksonville . . . to put you in the swim of a booming business world with figures on sales reports more breathtaking than those on the beaches!

NCS #3 reveals the tremendous regional area served only by WJXT . . . 66 counties in Northeast Florida and South Georgia, well over double the 28 counties covered by the competing station. In the terms of people, the one-sided situation is dramatically summed up by the fact that you reach more homes daytime on WJXT than with the other station at night! With a near clean-sweep of the top-rated shows, WJXT holds a rating lead generally between 70% and 90%. More people . . . more sales . . . more reasons why there's so much more to . . .

more to Florida

WJXT 4
Jacksonville, Florida

An affiliate of the CBS Television Network
Operated by The Washington Post Broadcast Division
Represented by CBS Television Spot Sales

Sources: latest ARB, NCS #3

Sell The ENTIRE DETROIT METROPOLITAN MARKET by including

Oakland County

PONTIAC

MICHIGAN

A

CONCENTRATED

MICHIGAN AUDIENCE

WPON

serving

A Billion Dollar Market

1st

IN PONTIAC HOOPER

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WPON	39	46.5
Sta. B	24.1	14.0
Sta. C	11.9	8.1
Sta. D	10.0	5.4

C. E. Hooper, May, 1958

CONTACT

VENARD RINTOUL & McCONNELL, INC.

Associated with Lansing's

WILS

music news sports

OUR RESPECTS

to Ruth McCall McClung

Once upon a time a young lady named Ruth McCall grew up in a small town in Nebraska and studied to be a schoolteacher, as her mother and grandmother had been before her. But before she had a chance to enter the world of schoolrooms and textbooks she was married to Hugh McClung, scion of a pioneer newspaper family of the Pacific Northwest and the publisher of the *Merced Sun-Star,* Merced, Calif.

In 1935, publisher McClung became broadcaster McClung as well, by building KYOS Merced, and a few years later he added two more California stations, KHSL Chico and KVCV Redding. Subsequently the McClungs sold the newspaper holdings and confined their business interests to radio. They established a home in Pebble Beach, where Mrs. McClung could indulge her gardening inclinations to the fullest extent. Her husband was an ardent golfer.

After Mr. McClung's death some 10 years ago, Mrs. McClung was faced with the alternative of selling her broadcast properties and confining herself to purely social activities as her friends urged her to do, or to assume supervision of the stations. She elected the latter course and found it so much to her liking that she decided to get into television as well. On August 29, 1953, KHSL-TV went on the air as the first television station in the Sacramento Valley.

"It almost didn't get started at all," she recalls. "We started a survey to see how other tv stations in markets the size of Chico were operating, only to find that there weren't any other tv stations in markets that size. This made us hesitate, but we finally decided to go ahead anyway. We had a lot of luck, such as two years without competition and with service from all three major networks, which gave us a chance to become firmly established. Now, we can look back on five successful years of operation and, with the rapid growth of the rich Sacramento Valley, go forward into an equally productive future."

Mickey McClung, as she is known to her friends, including a large proportion of the nation's broadcasters, disclaims any real personal credit for the success of her stations. "Long ago, I worked on the newspaper handling women's news and society, but I really had little to do with the actual operation of the stations. It was largely on account of a large group of faithful and loyal employes that I kept the radio stations after Mr. McClung's death and this same force persuaded me to continue into television as well."

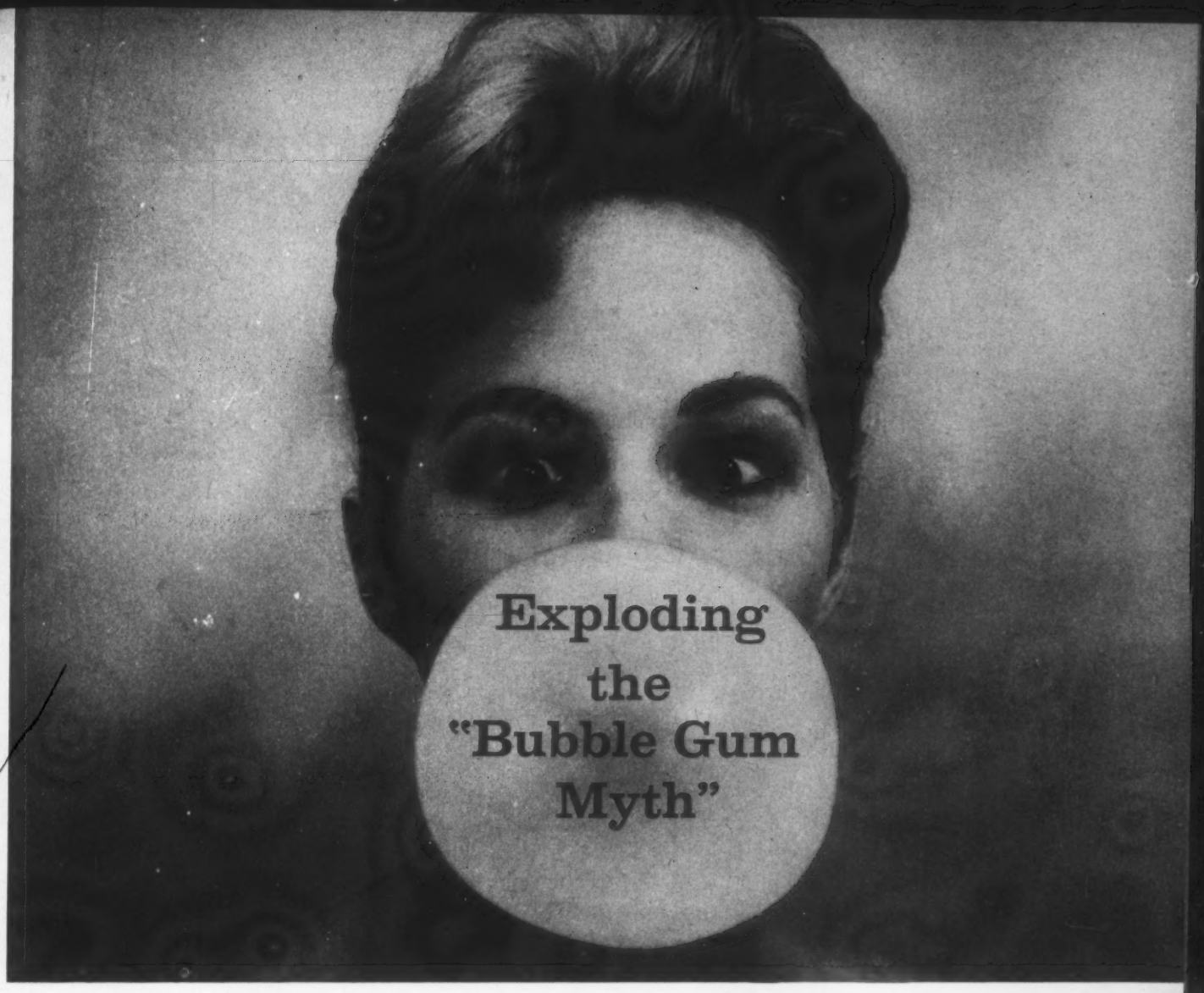
"Mickey's just being modest when she says she has had little or no part in her stations' success," says a business associate of long standing. "She's a real fine person and a very keen business woman and while she doesn't spend a great deal of time at the stations, she keeps close tab on what goes on from the company's San Francisco office, where her secretary, Miss Thelma Worsley, George Ross, national sales manager for the company, and the business office of the organization hold forth. She has that true executive ability of being able to pick good people and delegate authority to them and then let them run the day-to-day operations without constant questioning or interference on her part."

A slight woman whose greying hair is belied by a pair of youthfully sparkling eyes, Mrs. McClung impresses with a host of other qualities which are probably best described by the single word, "lady." She makes one feel instantly at home; her interest in even casual conversation appears to be more than merely polite; and when the talk concerns broadcasting there's no doubt as to either her interest in or her knowledge of industry affairs.

When it comes to the potentialities of television as a social force, Mrs. McClung's interest could better be described as enthusiasm, as her fellow members of the NAB Television Code Review Board can testify. "The code is terribly important," she says, "and it's up to every tv broadcaster to comply with its conditions. This means more than rejecting objectionable program material or refraining from triple-spotting. It means taking positive action to improve television."

Mrs. McClung divides her time between her Pebble Beach home and San Francisco's Clift Hotel. Aside from her station duties and her work with the Television Code Review Board, she is active in the Daughters of the American Revolution.

Neither of her two children shows any signs of following their parents into either broadcasting or publishing. Her daughter, Martha McClung Roberts, a graduate lawyer, lives in Los Angeles. Her son, Capt. Hugh McClung Jr., is intent on a military career and is currently on Okinawa on assignment with the Airborne Special Forces.



"Color Radio" sells more than bubble gum. "Pulse Audience Composition—Summer 1958" proves the point: FOUR OUT OF EVERY FIVE KFWB LISTENERS ARE ADULTS. In an average quarter-hour, KFWB racks up a total audience per quarter-hour of 116,220.

KFWB, because of its overwhelming total audience—NUMBER ONE IN HOOPER, NUMBER ONE IN PULSE—pulls listeners right in close . . . and delivers your clients' sales messages to more adults than any other Los Angeles station.

Don't just sit there with gum on your face.
Buy KFWB . . . first in Los Angeles
It's the thing to do!

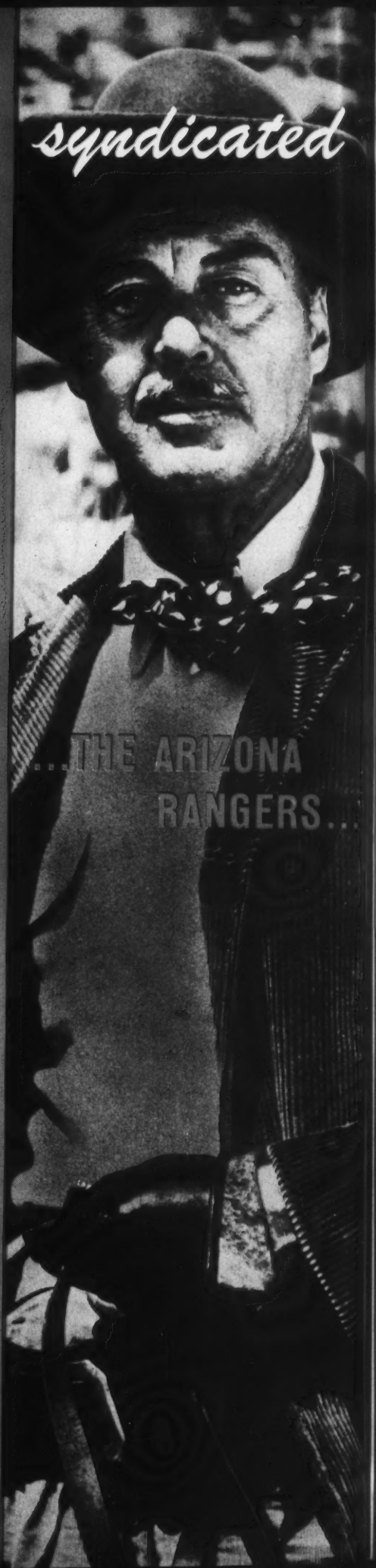
Channel 98 my mommy listens to KFW·B

6419 HOLLYWOOD BOULEVARD, HOLLYWOOD 28/HOLLYWOOD 3-5151

ROBERT M. PURCELL, president and general manager • MILTON H. KLEIN, sales manager
Represented nationally by JOHN BLAIR & CO.

GOING GREAT GUNS!

#1 syndicated



26

Going Great —in Sales

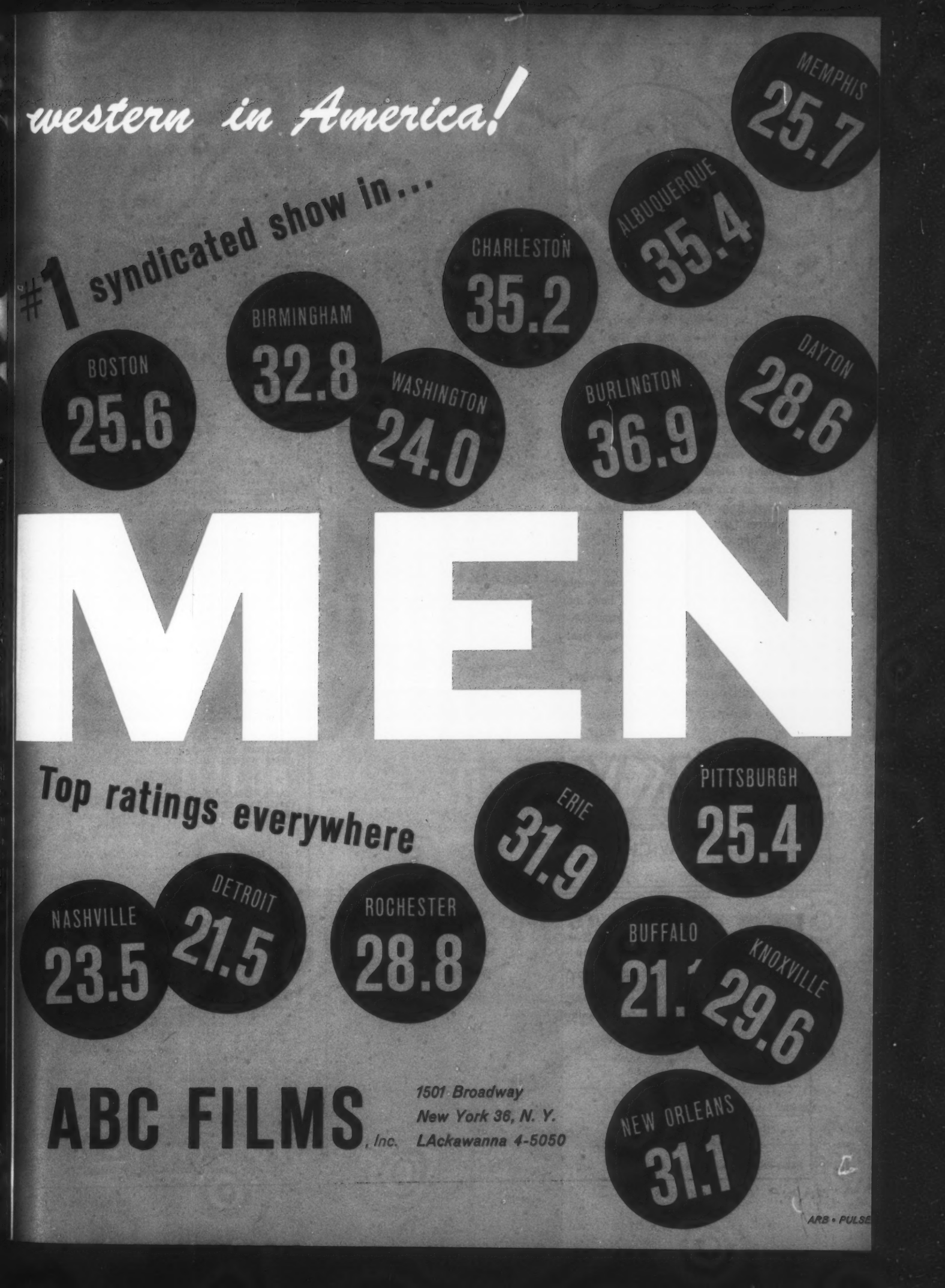
Already . . . renewals for a second great year by over 60 stations and advertisers in markets of every size and type. Advertisers like **H. P. Hood & Sons . . . Standard Oil . . . Pepsi-Cola . . . A & P,** and others.

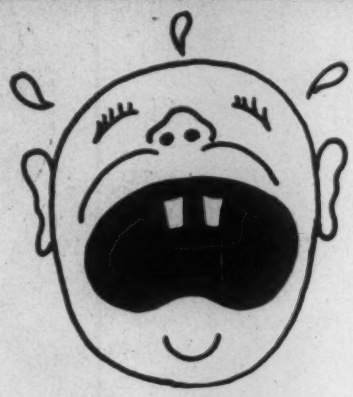
They're buying 26 MEN with the same great star — Tris Coffin; the same featured player — Kelo Henderson; the same top production by Russell Hayden.

Going Great— and Going Fast

Smart buyers everywhere want to hang on to—or latch on to—a property like 26 MEN that's **proved** it does a top job for stations and advertisers.

Join this group of smart buyers — while good markets are still available.


western in America!
#1 syndicated show in...
MEMPHIS 25.7
ALBUQUERQUE 35.4
CHARLESTON 35.2
BIRMINGHAM 32.8
BOSTON 25.6
WASHINGTON 24.0
BURLINGTON 36.9
DAYTON 28.6
MEN
Top ratings everywhere
ERIE 31.9
PITTSBURGH 25.4
NASHVILLE 23.5
DETROIT 21.5
ROCHESTER 28.8
BUFFALO 21.
KNOXVILLE 29.6
ABC FILMS, Inc.
1501 Broadway
New York 36, N. Y.
LAckawanna 4-5050
NEW ORLEANS 31.1
ARB • PULSE



Dary . . .
Shnary . . .

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Fact is, Dave Dary's pretty hot. He's precisely what news-minded sponsors search for.

Every newscast sparkles with direct, exclusive telephone reports from the scenes of big events . . . and with the choicest from KWFT's unequalled news resources: UPI Texas Wire, AP Texas Wire, UPI Oklahoma Wire, CBS News, and over 50 correspondents.

Listeners hereabout . . . grown weary of *rip-and-read news,* and of *newsliner hysteria* . . . are outspokenly grateful for Dave Dary's fresh, magnetic news presentation.

A lovely setup for sponsor commercials.

NCS #2 COVERAGE: 77 counties; 340,080 radio homes; 108,300 weekly circulation; 72,630 daily circulation. Plus bonus coverage of KWFT's 250-mile half-millivolt radius. Your best buy in the Rich Southwest.

CALL YOUR H-R MAN!

Radio Station

BEN LUDY
Pres. and Gen. Mgr.

KWFT
The Voice of the Rich Southwest

5 KW at 620 Day and Night

WICHITA FALLS, TEXAS

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Enclosed ☐ Bill

name *title/position**
company name
address
city *zone* *state*
Please send to home address — —

* Occupation Required

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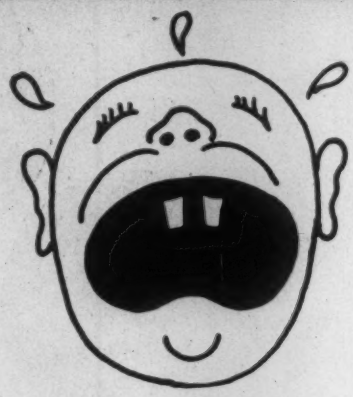

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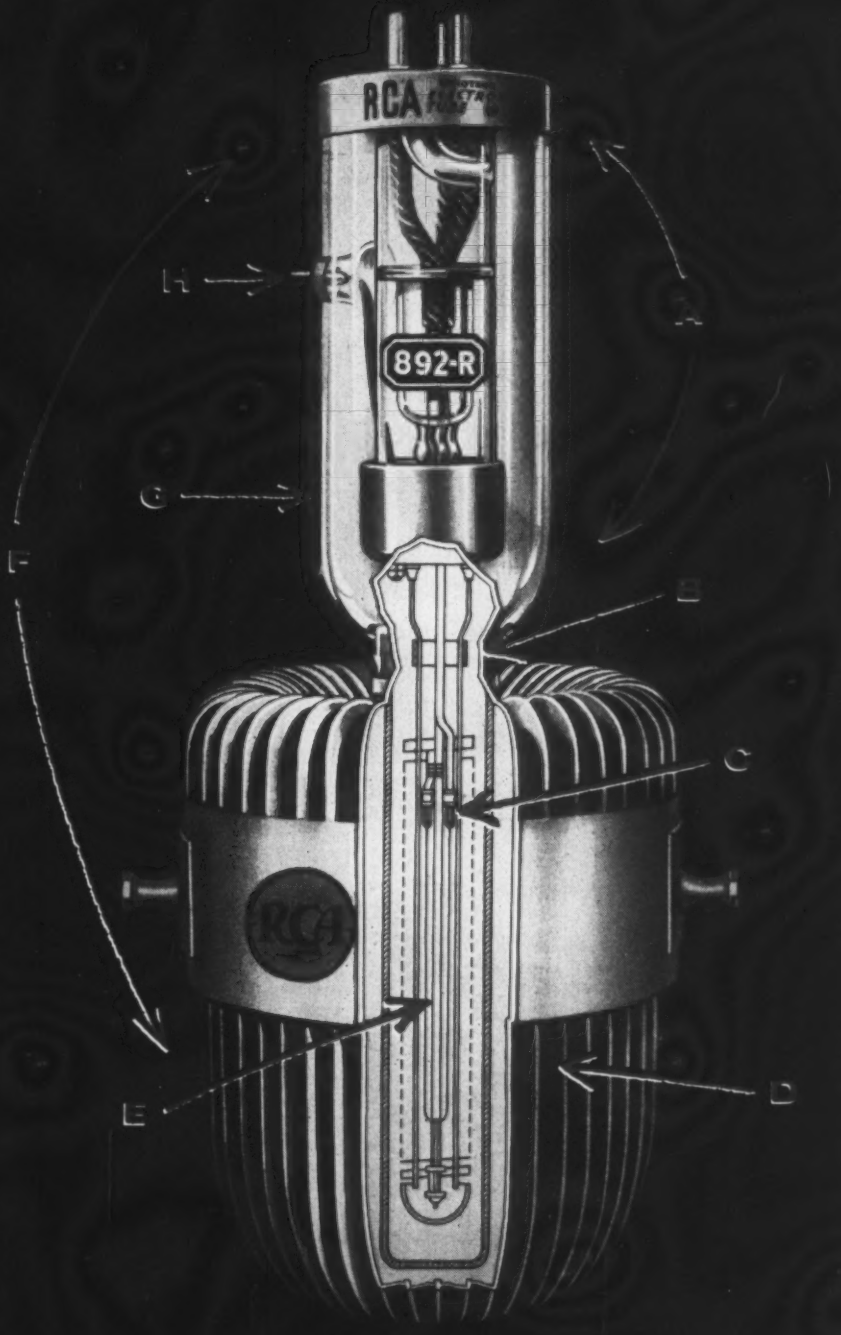
It's the care we give the "inner tube" that adds the extra hours



The long-life characteristic of the RCA-892-R is due in no small way to the constant attention we pay to the details of the "inner tube". Manufacturing techniques, for example, have kept pace with the experience we have gained in building broadcast power tubes for a generation. Design refinements have been evolved—through our continued effort to make a good tube even better.

Type 892-R is another typical example of RCA time-proved design that is paying dividends in lower tube cost per hour of operation—and uninterrupted program time for stations everywhere.

For long-term power delivery, always specify RCA Tubes. Your RCA Industrial Tube Distributor handles the entire RCA line.

A All glass seals—microscopically inspected

B Grid and Support Assembly "vacuum-fired" at more than 2000° F to assure maximum freedom from gas

C Sag-proof Filament Supports—to prevent stress on filament strands and to improve life

D Interlocked-Fin Radiator—for improved heat radiation

E Filament material controlled for internal grain structure—assures superior strength

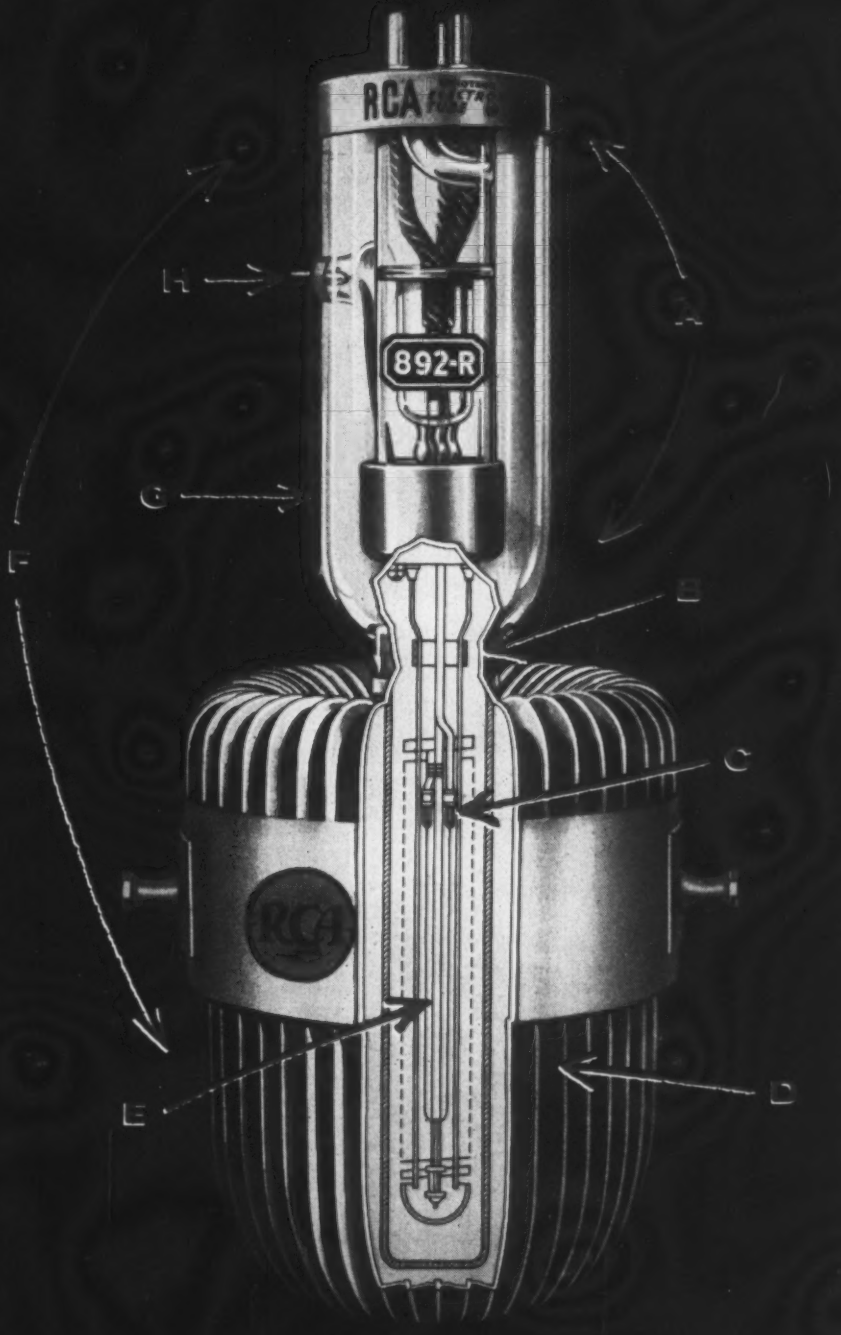
F Entire Tube is "spot-knocked" at tens of thousands of volts to reduce internal leakage

G Stress-free Glass Bulb—individually inspected with polariscope

H Sandblasted Grid Arm—torsion-tested to insure high strength

RCA **RADIO CORPORATION OF AMERICA**
Electron Tube Division *Harrison, N. J.*

It's the care we give the "inner tube" that adds the extra hours



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Couple Next Door

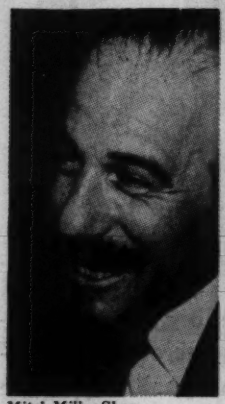
Cleveland Symphony

Second Mrs. Burton

The Romance of Helen Trent

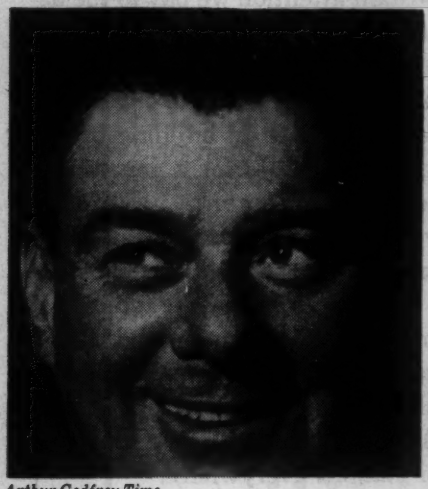
New York Philharmonic

Have Gun, Will Travel

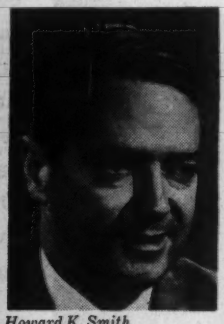


Mitch Miller Show

Actuality reports of headline interest ("Who Killed Michael Farmer?","The Hidden Revolution," etc.)



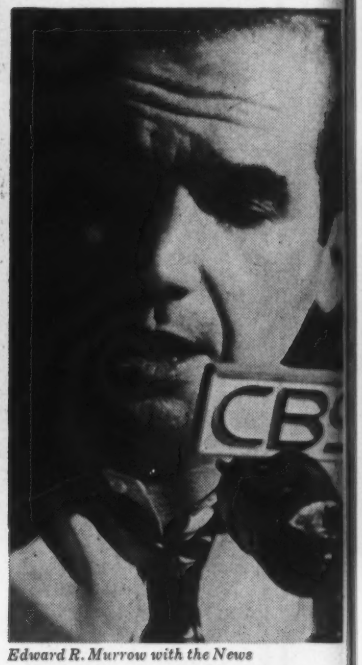
Arthur Godfrey Time



Howard K. Smith

Suspense

Whispering Streets



Edward R. Murrow with the News

CBS Radio Network the most popular, varied in radio to the varied and impressive

These are some of the programs which over the past 14 months have averaged 44 per cent larger commercial minute NRI audiences than the second network.

Sports Time

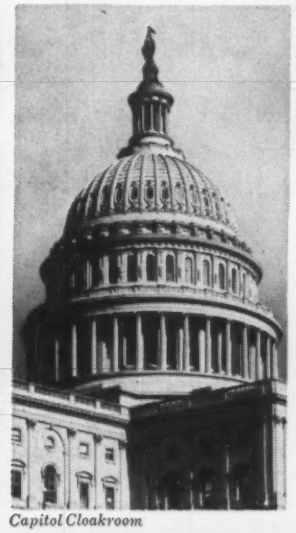
News Analysis with Eric Sevareid

Amos 'n' Andy Music Hall

Robert Trout with the News

Face the Nation

Business News



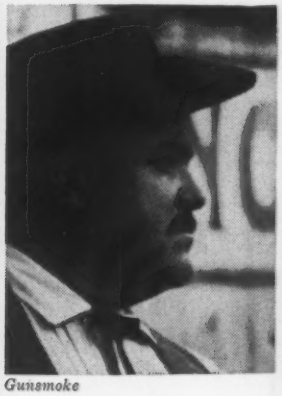
Capitol Cloakroom

Johnny Dollar

Lowell Thomas

Salt Lake City Tabernacle Choir

Metropolitan Opera



Gunsmoke

Art Linkletter's House Party

"cuts back" from and impressive schedule most popular,

In every program category, totaling over 50 hours a week, all these and others, will continue to maintain and increase this audience advantage for advertisers.

schedule in radio!

The crepe has been hung on 21.

Now—July Television Magazine ranks

the WBTV-Charlotte Television

Market 16th in the Nation—

First in the South—with 662,074 sets!

The Charlotte-WBTV Market outranks

such major areas as Atlanta, Dallas-Fort

Worth, Baltimore, Cincinnati,

Milwaukee, and New Orleans.

WBTV-Charlotte—SWEET SIXTEEN—

is a honey of a buy.

Make a date with CBS Television Spot Sales.

WBTV

AMERICA'S 16th MARKET

CHARLOTTE

SWEET SIXTEEN

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 55, No. 23 December 8, 1958

ALL-RADIO ASCAP DEALING FAILS

• Negotiators, "hopelessly apart," give up after three meetings

• Federal court will probably be asked to fix new station fees

The question of new rates for ASCAP music licenses for radio stations appeared headed for the courts last week.

Negotiations for new local music licenses were broken off Wednesday (Dec. 3) after both sides agreed they were "hopelessly apart" and that "no useful purpose would be served by further meetings," according to Robert T. Mason of WMRN Marion, Ohio, chairman of the All-Industry Radio Music License Committee.

The abrupt ending of negotiations does not mean, authorities reported, that a modern counterpart of the 1941 "Jeannie with the Light Brown Hair" era would begin when the current contracts expire Dec. 31. Observers were confident that stations and networks would not voluntarily kick ASCAP tunes off their schedules, and they pointed out that under its 1950 amended consent decree ASCAP could not withhold licenses from stations that ask for them.

In 1940 broadcasters refused to meet what they considered exorbitant demands by ASCAP, and from the time their licenses expired Dec. 31 of that year until the fall of 1941, when a new ASCAP contract was finally signed, their music was limited to public-domain numbers and such tunes as then-infant Broadcast Music Inc. was able to pull together.

Last week's break-off of local music license negotiations did not affect negotiations for network licenses, which are being conducted separately.

In the brief local license negotiations—one session Nov. 6 [PROGRAM SERVICES, Nov. 10], another last Tuesday and Wednesday—ASCAP representatives reportedly offered one-year renewals of present contracts at one point, but otherwise talked mostly about needing higher rates, according to informed sources. These sources also reported that in the case of some stations whose ASCAP agreements do not expire with the majority at the end of the year, ASCAP had offered and accepted renewals on existing terms.

First impressions after the meetings broke off were that some stations probably would sign renewals but that many would take the court route laid out in the 1950 consent decree amendment. This route requires ASCAP to grant a license to any station that applies for one, and spells out procedures for establishing the license fee:

- The station must apply in writing for a license.
- ASCAP must then notify the applicant what fee it considers reasonable.
- If ASCAP and the applicant do not agree on a fee within 60 days after the application is received, the station may then ask the court to fix a reasonable fee. The court is the U.S. District Court for the Southern District of New York.
- Either the applicant or ASCAP may apply to the court for an "interim fee" while the court is deciding what the "reasonable fee" should be.
- When a reasonable fee has been determined by the court, ASCAP must offer licenses at a comparable fee to all other applicants "similarly situated," subject to certain conditions regarding the effect on any contracts signed out of court.
- While these negotiations or proceedings are in progress, the applicant station has the right to continue to use ASCAP music.

Authorities pointed out that under this

Negotiators Without Negotiations • Here are the members of the **All-Industry Radio Music License Committee** which broke off negotiations with the American Society of Composers, Authors & Publishers last week. Asterisks indicate those who attended last week's final session. (1) Leslie H. Peard Jr., WBAL Baltimore; (2) J. Allen Jensen, KSL Salt Lake City; (3) Robert D. Enoch*, WXLW Indianapolis; (4) Sherwood J. Tarlow*, WHIL Boston; (5) Calvin J. Smith, KFAC Los Angeles; (6) William S. Morgan Jr., McLendon Stations; (7) George W. Armstrong*, Storz Broadcasting, vice chairman of the committee; (8) Robert T. Mason*, WMRN Marion, Ohio, chairman; (9) Emanuel Dannett*, general counsel of the committee; (10) Elliott M. Sanger*, WQXR New York; (11) Jack S. Younts, WEEB Southern Pines, N. C.; (12) Bert Ferguson, WDIA Memphis; (13) Herbert E. Evans*, Peoples Broadcasting; (14) William W. Golub*, Mr. Dannett's law partner; (15) Richard D. Buckley*, WNEW New York and Metropolitan Broadcasting; and (16) Herbert Krueger, WTAG Worcester, Mass. **ASCAP negotiators** last week were Paul Cunningham, president, Herman Finkelstein, counsel, Oscar Hammerstein 2nd, Jules Collins, Max Dreyfuss, George Hoffman, Richard Murray and Herman Starr.

procedure a radio station whose license expires Dec. 31 may continue to play ASCAP music after that time merely by sending written application for a license to ASCAP shortly before the Dec. 31 deadline.

It was emphasized that in order to maintain eligibility to play ASCAP music each radio station must go through this process of first asking and then either accepting ASCAP's terms or taking the issue to court. This does not mean that there would be an almost endless number of separate law suits. In practice there would be a single suit in which all appellant stations would be parties, according to legal experts.

Chairman Mason of the all-industry committee said his group, which represents about 640 stations, asked ASCAP for reduction in the commercial fee (now 2.25% of net time sales, in the case of blanket licenses); elimination of the sustaining fee (variable according to station's gross income, but said to represent about 12% of ASCAP's radio revenues), granting of a "substantial" talent deduction, and "that the industry be offered a per-program license which would enable stations to make a genuine economic choice between a blanket and a per-program license."

Mr. Mason said "ASCAP's position was that it would make no financial concession whatsoever and that if the industry desired a rate reduction it would have to receive it as a result of a fee fixed in a rate proceeding" brought under the ASCAP consent decree.

There was speculation that ASCAP, by its willingness to go to court, signified confidence that the court would set fees higher than those now in effect. But at least some legal authorities doubted that this would be possible under the consent decree. Their reasoning was that the decree requires ASCAP to offer comparable rates to all, and that its acceptance of some renewals already will thus prevent its getting higher fees. Some of these renewals, it was reported, extend to 1963. Most station licenses expire Dec. 31, however.

Resort to court action will not be precedent breaking. About five years ago, when industry and ASCAP negotiators seemed almost hopelessly snarled on tv license terms, some 80 telecasters initiated action to have the court set the fees. They dropped it, however, when ASCAP in 1954 finally accepted the industry committee's proposals.

The fact that local negotiations were broken off does not mean the broadcaster committee is out of business. As the All-Industry Music License Committee it is slated to conduct negotiations for new BMI licenses to replace those expiring next spring, and also perhaps to look into SESAC licenses. It is slated to meet again Thursday (Dec. 11) to consider further plans.

ADVERTISERS & AGENCIES

ALCOA REACTS TO TAIL-TWIST

- **Firm doubles radio-tv budget to top Reynolds broadcast money**
- **$500,000 in NBC Radio expected to prompt big local radio buys**

The "dragon" that is the Aluminum Co. of America in Reynolds Metals' allegory [ADVERTISERS & AGENCIES, Oct. 13] is lashing back. Its weapon: a doubled radio-tv budget (from $3.5 million to $7 million) with a potent network radio kicker.

Aroused by Reynolds' $6 million broadcast expenditures, Alcoa last week confirmed reports that it would add another network tv program [BUSINESS BRIEFLY, Oct. 27], also purchasing well over $500,000 of time on NBC Radio. What is more, this network radio time purchase is expected to prompt point-of-purchase spending by Alcoa customers by about 2-to-1: $2 in local radio for each corporate Alcoa dollar spent on NBC Radio.

Alcoa presently is sponsoring an alternate-week half-hour film series on NBC-TV (Screen Gems Inc.'s *Alcoa Theatre*, Mondays, 9:30-10 p.m.). Next month, ABC-TV will begin carrying a weekly Alcoa-sponsored series of filmed dramas dealing with extrasensory perception, produced by John Newland, in the Tuesday, 10:30-11 p.m. slot. This purchase alone should add about $3 million (ABC-TV costs after discounts and other arrangements) to the $3 million currently accounting for NBC-TV's *Alcoa Theatre*. With the $500,000 spent in spot radio-tv for Alcoa by Ketchum, MacLeod & Grove, this newest network purchase (by Fuller & Smith & Ross) already swells broadcast allocations to $6.5 million—over par with Reynolds.

But where Reynolds relies most heavily on a spread of daytime and nighttime tv programs, Alcoa will make the most of radio. Why?

Explains F&S&R Media Vice President Gerald T. Arthur: "Aluminum is not an impulse purchase item. To sell it properly requires time—and penetration. The philosophy at the agency [which will enter 1959 with 34% of its billings in broadcast media] is formularized: C [plus] D [equals] I—concentration plus domination means impact."

With print media costs constantly rising, the budget-conscious advertiser seeking "visual impact" might be expected to turn to tv spot. "But," he said, "after you've blanketed the top 40 markets you've reached the point of diminishing returns." Alcoa sells aluminum nationally—not just in the top 40 markets. Thus, the case for network radio.

It will use not "plain old radio" but NBC Radio's Matthew J. Culligan's "National-Local Activator Plan"—the plan to bolster network expenditures with broadcast support on the local level.

F&S&R's ARTHUR: *"sell properly . . ."*

Devised originally by Messrs. Arthur, Culligan and Arthur E. Duram, F&S&R's senior vice president of tv-radio, NBC's "Activator" plan first went to work for such F&S&R clients as Ruberoid Co. and Sterling Silversmith Guild. What it means is this: The national advertiser buys an extensive spread of time, then "talks" to his sales force via an NBC Radio-staged closed circuit huddle, persuades his people to support his effort on the grass roots plain. The national advertiser buys a five-minute participation. His local booster then supports him in one of two ways. He comes in on a cut-in basis (on cue) allowing the lineup, say, of Alcoa's 197 stations to continue the network program, or he comes in on the station break that directly follows the network program segment sponsored by Alcoa.

This enthusiastic local response would not have been felt, Mr. Arthur feels, had Alcoa not shown its willingness to go all-out on a network basis. "In fact," he says, "it's doubtful the local people would even have considered buying time had it not been for our client's initial move." To NBC Radio stations, this Alcoa buy can mean additional unexpected revenue.

During the weekends of Jan. 16-18 and Feb. 7-8, Alcoa's Boat Div. will spend roughly $150,000 to promote the use of aluminum in boats—not just boats but oars, outboard motors, the works. At 9:05-10 p.m., Jan. 16, Alcoa will sponsor a live program direct from the National Boat Show at New York's Coliseum. It will feature the Guy Lombardo orchestra, Ben Grauer and Dave Garroway. It will take NBC Radio listeners direct to the floor of the sprawling exhibition, "walk them about" the various exhibitors' booths. The following Saturday and Sunday (Jan. 17-18 Alcoa will place 26 five-minute "Coliseum Capsules" on *Monitor*. On Feb. 7-8, when the boat show moves to Chicago, so will Alcoa with 26 more

Monitor segments. While F&S&R is "not counting wholly" on this ⅔-to-1 ratio of local spending, it "hopes" that its $150,000 allocation will be supplemented by "at least" $200,000 on the point-of-purchase level—money that goes direct to NBC Radio affiliates.

During an 8-week period in March-April, Alcoa will again use NBC Radio to promote "Better Homes for a Better America." It has tentative plans to stage an hour-long "radio spectacular" to kick off the aluminum building drive (for Alcoa's home building products), backing this up with 10 five-minute segments each *Monitor* weekend for eight weeks. Total estimated cost to Alcoa: $200,000. To be spent on the p-o-p level: Undetermined.

"We're not trying to get our friends to spend money," says Jerry Arthur. "We're only trying to get them to help themselves." F&S&R says its client is "not interested only in numbers"—that is, a numerical audience. Alcoa—save for its Wear-Ever line of aluminum pots-and-pans (a former CBS Radio daytime client in 1956) and Alcoa Wrap (promoted on *Alcoa Theatre* by KM&G)—does not pitch at consumers. It has no distinct "consumer line" such as "do-it-yourself aluminum." Thus, it is of "vital importance" that Alcoa gets backed by its users—the manufacturers, the contractors, the boat-builders, etc.

Beyond the home-building promotion, Alcoa has no concrete radio program it can talk of. But it's planning to continue using NBC Radio's "national-local plan," and even is understood to have proposed to NBC's Culligan that he "tailor-remake" his network into "regional cutaways" so that Alcoa—while buying a national spread of time of the network—can promote different products in different markets.

With heavy tv saturation the first two weekday evenings, heavier radio impact during the weekends, Alcoa's "dragon" may be showing more life—and stronger advertising sinews—than its aluminum-clad opponent had counted on.

CBS Tv Spot Creates Dept. To Help Agencies With Spot

A station representative—CBS Television Spot Sales—is working directly with agencies to help them explain and evaluate existing tv spot campaigns to their clients.

Bruce Bryant, general manager of the station representation firm, said last week that via its newly-created client relations department, the spot sales company already has completed three such service projects: with Lambert & Feasley for Warner Lambert schedules on Listerine, providing comparison of media values and circulation; with MacManus, John & Adams for Pontiac and D. P. Brother & Co. for Oldsmobile.

The special department that will "sell" a "better understanding" of an advertiser's existing spot tv campaign will be directed by Lamont L. (Tommy) Thompson in New York and Sherman Adler in Chicago [STATIONS, Nov. 24].

RIGHT SPOT & TIME

NBC Radio's Matthew J. Culligan, who helped formulate Alcoa's use of "National-Local Activator Plan" (see page 32), last week found the first taker for his newest "concept"—"engineered circulation" [NETWORKS, Oct. 27]. The Mogen David Wine Corp., Chicago, which only three months ago ordered a 52-week schedule of one-minute and 30-second announcements on NBC Radio's daytime, evening and weekend programming, has been convinced that there's more to radio advertising than merely moving bottles off dealers' shelves and into the pantry. "Buying" Mr. Culligan's notion that so long as the bottle remains unopened, it's a bar to future sales, Mogen David (through Edward H. Weiss & Co., Chicago) will accelerate its announcement frequency by 25%. Mr. Culligan's plan simply is this: slot minute announcements during the times the housewife is most likely about to go shopping, follow these commercials up during the times wine drinking is most apt to take place by "reminding" the audience (by means of short 15-second spots) to drink the product. Commented an NBC spokesman last week: Mogen David's use of "engineered circulation" will place it among the top six radio network advertisers "in terms of cumulative audiences."

Ford Motor Account Shuffle: Edsel to K&E; Lincoln to FC&B

The Ford Motor Co.'s Mercury-Edsel-Lincoln Div. last week shuttled auto accounts between Foote, Cone & Belding and Kenyon & Eckhardt.

The division drove its Edsel out of FC&B and into K&E where Mercury and Lincoln have been stored. In exchange, Lincoln was taken out and deposited with FC&B. Little change in the billing structure was seen in the moves.

Television participation by the three automobiles was affected in this way: K&E gets complete say on the *Ed Sullivan Show* alternate sponsorship because with the change Edsel and Mercury now participate (formerly Lincoln was in-and-out of the Mercury alternate week sponsorship on CBS-TV). Lincoln has a tv show of its own, the Leonard Bernstein-New York Philharmonic series on CBS-TV (four one-hour shows in all are slated for this season). FC&B now will administrate this show.

Officially, the division said it was changing agencies because of Edsel's "repositioning" in the lower price field and because of the combining of Edsel franchises with Mercury dealerships in many market areas which requires integration in advertising and sales promotion. Thus the two medium-priced autos are in one agency shop, common dealerships are facilitated and the tv program sponsorship welded.

MOGUL HITS BACK AT 'FORTUNE' ITEM

- **Cites 'vicious sarcasm'**
- **Urges tv rise to challenge**

Loquacious Emil Mogul, president of an advertising agency placing approximately 70% of its billings in broadcasting (while also doing "a good deal of business" with Time Inc.) last week became the first agency executive to take a public stand on *Fortune's* controversial article, "Tv: The Light That Failed" [ADVERTISERS & AGENCIES, Nov. 24, *et. seq.*].

Substituting for Revlon Inc.'s Advertising Vice President George Abrams as speaker at the December luncheon meeting of the Assn. of Advertising Men & Women in New York last Wednesday (Dec. 3), Mr. Mogul placed *Fortune* and its staff among "the articulate coterie of professional dissenters who attack . . . and vilify our business with unbridled malevolence . . . and vicious sarcasm. . . ." But at the same time chastised the tv industry leaders for having adopted a "pollyanna, ostrich-like attitude that tends to make us appear as public apologists" and for having failed "to rise to the challenge with wholehearted vigor."

Mr. Mogul found it ironical that both *Fortune* and he had adopted "similar stands" within the past fortnight—Mr. Mogul having attacked network program quality Nov. 18 at a Radio & Television Executives Society timebuying seminar [ADVERTISERS & AGENCIES, Nov. 24]. "But that's where the coincidence ends," Mr. Mogul said. "For where my opinions on the subject of network television were tinged with hopefulness, the article in *Fortune* is unrelievedly bleak and despairing, without so much as a printer's measure of optimism for the future of the medium." He wondered why *Fortune* felt compelled to be so "unyieldingly final and cynical" in choosing its headline, asking why didn't the magazine title its piece "The Light That Can Fail" or "The Light That Is Failing"?

Concession • This is not to say, he added, that *Fortune* was entirely wrong. "Although some admen are shying away from making public pronouncements of their disappointment [in current tv fare] I cannot see what is gained by pretending a serious problem does not exist. In my judgment, the current crop of new shows is by and large, shoddy . . . and devoid of genuine meaning for the American public." But what is worse, Mr. Mogul contended, was that the industry was not owning up to its own role in perpetrating "dulling sameness" and "play-it-safe programming."

He particularly singled out Brig. Gen. David Sarnoff, RCA board chairman. Alluding to Gen. Sarnoff's now well-known rebuttal of the "plumber line" quotation Mr. Mogul said "I believe him. But whether or not he said it is not the issue at hand. It's what the general admits he did say that's germane to this entire discussion." If it is true, Mr. Mogul said, that "his network officials are responsible for what goes out over the NBC network . . . then how

can he permit all the unadulterated tripe to overrun his network." This is not to say, Mr. Mogul went on, that "everything that goes out is unadulterated tripe . . . it just seems that way."

As to *Fortune's* idea that pay tv would be the "only curative force," Mr. Mogul said, "Nuts." He did express concern, however, that pay tv may come about by default in that the broadcasters "may not be taking the unquestioned threat of pay tv seriously enough."

Suggested Mr. Mogul: "Let the change come internally . . . Let the networks clean house, eliminate some of the abuses and waste that permeates the industry. . . ."

Two Other Targets • Mr. Mogul also fired at FCC Comr. T.A.M. Craven and tv producer David Susskind. He charged Mr. Craven for having "had the effrontery" to suggest "FCC abdication of responsibility for broadcasting by turning it over to those being licensed" and Mr. Susskind for having used his New York tv program, *Open End* [ADVERTISERS & AGENCIES, Dec. 1] to display "his fundamental lack of insight to the industry that has contributed so much to his outstanding success." Mr. Susskind "allegedly moderating" [Mr. Mogul's words] a panel session on advertising, "betrayed his own snob-oriented prejudices" by charging all advertising as being based on "sex, status and togetherness." The "real trouble with those accusing advertising of talking down or of using hidden persuasion is that they would have the vast American public conform to their own tastes and distastes. Furthermore, these people simply have no conception of what is meant by the American public except that it's a handy phrase to use in an argument." As regards Comr. Craven, Mr. Mogul said he would be "the last to recommend government controls," but the so-called "Craven Plan" is "fraught with danger" to all broadcasters.

'N. Y. Herald Tribune' Editorial Applauds Tv Weekend of Nov. 29

For the *New York Herald Tribune* tv was not "the light that failed" but a torch held high on the Nov. 29 weekend. The *Tribune* thought so much of the weekend fare that it ran an editorial Dec. 2 saying tv "proved it can be a fresh and creative medium," that the medium brought itself "honor" and is setting "new standards."

The general tone was in marked contrast to *Fortune's* December issue [see above].

In two detailed paragraphs, the editorial pointed up these shows as being "in many different areas" and with "taste and artistry . . . high": CBS-TV's Sunday late afternoon Leonard Bernstein and the New York Philharmonic; CBS-TV's two-hour nighttime version Sunday of "Wonderful Town"; ABC-TV's "Peter and the Wolf" late Sunday afternoon; CBS-TV's *Small World* on Sunday evening (Truman and Attlee in trans-oceanic conversation); NBC-TV's *Kaleidoscope* (tour of Radio City Music Hall) late Sunday afternoon; CBS-TV's Saturday night *Victor Borge Show*, and that network's *Twentieth Century* Sunday evening.

GRAND MARNIER STARTS ON RADIO

- **WBAI (FM) airs 80 proof ads**
- **Objections by drys expected**

Gore Smith Greenland Inc., New York, which services Carillon Importers Ltd. (Grand Marnier liqueur), last week announced the taking of "a careful and momentous decision": placing its client in the broadcast media.

Grand Marnier may not be whiskey, but it's strong (80 proof) and expensive ($8.96 a 23-ounce bottle). In fact, it's the most potent liqueur yet promoted on the air and as such, the move by GSG may shake the prohibitionists. GSG President Chester A. Gore realizes this, as does the client, Alexander Lesnor. But both feel that the manner in which the one-minute copy is delivered and the makeup of the audience at which it's beamed "might serve as a prelude" to raising the taboo curtain on liquor advertising on the air.

Carillon begins by taking time on good music station WBAI (FM) New York. Twice weekly, it sponsors the *George Hamilton Combs Newscast* (5:45-6 p.m.) and will continue to run the show till the new year when "we may begin studying other markets."

Although the National Assn. of Alcoholic Importers (of which Carillon is a member) has not yet committed itself either way on the problem of using broadcasting to promote distilled spirits (only going so far as to caution its members that advertising ought to be done with "good judgment . . . and diligent application of the usual and conventional social restraints"), it's no secret that the NAAI usually abides with most edicts promulgated by Distilled Spirits Institute, which two weeks ago flatly reaffirmed its anti-broadcast position. It remains to be seen whether Carillon's move may prompt NAAI to issue a ukase similar to that of DSI.

The commercials are distinctly "soft-sell," but leave no doubt as to the potency of the cordial. Each commercial closes by noting the alcohol content.

Mr. Gore and his copywriters are aware that the early slotting of such a potent drink might reach the ears of those very people the temperance groups are trying to protect: youngsters. So instead of urging WBAI listeners to rush right out to buy Grand Marnier, the agency is content to leave its prospects with this thought: learn more about Grand Marnier by writing WBAI for a free recipe book. Response to date has been "most pleasing," the agency notes, and the client knows of no "kickbacks."

WATER, ON THE ROCKS

KADY St. Charles, Mo., decided to go to the bar of public opinion on whether or not the broadcasting industry should break its voluntary ban on liquor advertising [LEAD STORY, Oct. 20, *et seq.*]. In two weeks, up to Dec. 4, replies to KADY's daily requests for views were running better than seven to one for "a dry house." Of 164 replies received, 145 said "no" to liquor ads while 19 said "yes." The letters in favor of selling liquor on the air tended to be brief while the negative comments were often lengthy and salted with Biblical quotations, KADY said. Some of the anti-liquor ad remarks came from Sunday School classes. KADY intends to continue its poll.

Reach, McClinton Merges Again, Adds Humphrey, Alley & Richards

The radio-tv billing barometer is up at Reach, McClinton. The current clip: At a going rate of $7-8 million per year.

Reason for the rise is Reach, McClinton's sudden preoccupation in effecting mergers. A few weeks ago it joined hands with J. R. Pershall Co., Chicago, bringing Reach's total billing to the $20 million area. Now Reach, McClinton has merged with H. B. Humphrey, Alley & Richards, which has offices in Boston and New York. The billing floor at present is more than $25 million (rate of current estimated annual gross).

For the calendar year of 1958, Reach, McClinton's broadcast billing was at a little more than $6 million.

Under terms of the new pact being announced today (Dec. 8): HA&R's Boston office becomes Reach, McClinton & Humphrey; HA&R's New York office is absorbed by Reach, McClinton and Reach's Boston office will be absorbed by the new Massachusetts subsidiary of which Richard S. Humphrey will be president. Deane H. Uptegrove, president of the old Humphrey, Alley & Richards, becomes a Reach, McClinton senior vice president in New York.

WITH Pitches Midwest Agencies

"Different" approaches to programming, merchandising, plans, promotion, rates, audience and its station market provide the basis for a new sales presentation evolved by WITH Baltimore and described to Chicago agency buyers last week. Baltimore market changes and WITH's food merchandising plans were explained by J.C. (Jake) Embry, vice president of WITH, at a luncheon in Chicago's Drake Hotel Tuesday (Dec. 2). Mr. Embry said that in Maryland 69% of total retail sales are made within a 15-mile radius of downtown Baltimore. WITH is represented in Chicago by McGavren-Quinn (as well as in Detroit and on the West Coast).

Seven Upgraded at NL&B

Seven new officers of the copy, research and art departments have been elected officers at Needham, Louis & Brorby Inc., Chicago. Named associate copy directors were Frederick D. Sulcer, Donald J. Dickens, Edward C. McAuliffe and Ricker Van Metre Jr.; executive art directors, John W. Amon and C. Franklin Johnson, and director of creative research, Dr. Perham C. Nahl.

TvB LISTS NETWORK HIERARCHY

- **Brand crowns to Reynolds' Winston, Whitehall's Anacin**
- **Procter & Gamble maintains overall investment supremacy**

R.J. Reynolds Tobacco's Winston cigarettes was the top money brand in network tv time charges in the third quarter and Whitehall's Anacin was No. 1 brand in September.

Network advertiser spending estimates in television were released last week by the Television Bureau of Advertising based on a report by Leading National Advertisers and Broadcast Advertising Reports. Included: Network tv gross time billings for September and January-September; estimated expenditures of the top 15 network tv advertisers in September and Jan.-Sept. and of the top 25 in the third quarter, of the top 15 by brand in September and of 25 for the third quarter, and of network advertisers by product classification for September, January-September and the third quarter.

For Winston (was No. 2 in the second quarter behind Tide detergent), the tobacco company allocated more than $2.1 million gross in the third quarter. Anacin in September spent $725,909 at gross rates.

The next four brand leaders in the third quarter were Anacin, General Motors' Chevrolet car, Procter & Gamble's Tide and the Ford car. The next four brand leaders (after Anacin) in September were Winston, Chevrolet, Tide and Brown & Williamson's Viceroy cigarettes.

Of the 25 leading network tv brands in the third quarter, seven advertisers had two or more products among the brand leaders. Reynolds had three (Winston, Salem and Camel); the other six two brands each—Whitehall (Anacin and Dristan); General Motors (Chevrolet and Buick); Procter & Gamble (Tide and Cheer); Ford (Ford and Mercury); Colgate-Palmolive (Colgate dental creams and Fab), and Gillette (Gillette razors and Paper Mate pens).

Procter & Gamble was in its familiar berth of No. 1 investor in network tv for both September and the third quarter. In both periods P&G was about two times above the spending level of runnerup Colgate-Palmolive. Lever came close to C-P in the third quarter but needed over $800,000 to equal Colgate.

In the breakdown into day parts of network tv billing with comparisons made against last year: Nighttime gross time charges went up 2.4% in September and 12.2% for January-September, while daytime gross was up nearly 7% in September and 6.6% in January-September.

In product categories, foods and food

TOP 15 IN SEPTEMBER

By Company

1.	PROCTER & GAMBLE	$4,147,411
2.	COLGATE-PALMOLIVE	2,115,091
3.	LEVER BROTHERS	1,843,949
4.	AMERICAN HOME PRODUCTS	1,619,921
5.	GENERAL MOTORS	1,471,535
6.	GENERAL FOODS	1,362,137
7.	R. J. REYNOLDS	1,341,919
8.	BRISTOL-MYERS	1,208,124
9.	GILLETTE	1,055,841
10.	LIGGETT & MYERS	1,036,140
11.	KELLOGG	968,859
12.	FORD MOTOR	912,553
13.	GENERAL MILLS	904,301
14.	STERLING DRUG	867,482
15.	PHARMACEUTICALS INC.	788,702

By Brand

1.	ANACIN TABLETS	$725,909
2.	WINSTON CIGARETTES	693,701
3.	CHEVROLET PASSENGER CARS	608,916
4.	TIDE	528,092
5.	VICEROY CIGARETTES	472,938
6.	BUICK PASSENGER CARS	458,423
7.	BUFFERIN	438,674
8.	FORD PASSENGER CARS	434,433
9.	CHESTERFIELD CIGARETTES	431,210
10.	GOODYEAR TIRES—CAR	421,414
11.	KENT CIGARETTES	399,932
12.	SALEM CIGARETTES	396,759
13.	DODGE PASSENGER CARS	396,378
14.	GLEEM REG. & AEROSOL TOOTH PASTE	360,929
15.	BAYER ASPIRIN TABLETS	346,606

LNA-BAR: Gross Time Costs Only

NETWORK SPENDING *By Product Categories*

	SEPTEMBER 1958	JAN.-SEPT. 1958	THIRD QUARTER 1958
AGRICULTURE & FARMING	$ —	$ 51,347	$ —
APPAREL, FOOTWEAR & ACCESSORIES	653,954	3,787,017	1,306,383
AUTOMOTIVE, AUTO. ACCESSORIES & EQUIPMENT	3,869,961	39,681,540	9,985,250
BEER, WINE & LIQUOR	466,021	4,717,332	1,543,706
BUILDING, MATERIALS, EQUIPMENT & FIXTURES	203,345	1,588,456	622,296
CONFECTIONERY & SOFT DRINKS	538,319	6,439,981	1,863,763
CONSUMER SERVICES	138,921	2,120,904	412,743
ENTERTAINMENT & AMUSEMENT	—	249,989	10,656
FOOD & FOOD PRODUCTS	8,574,923	78,381,319	25,177,075
GASOLINE, LUBRICANTS & OTHER FUELS	237,969	1,843,908	522,524
HORTICULTURE	63,479	1,007,774	291,479
HOUSEHOLD EQUIPMENT & SUPPLIES	1,512,281	17,012,750	5,281,719
HOUSEHOLD FURNISHINGS	267,099	2,429,783	854,307
INDUSTRIAL MATERIALS	1,329,149	13,028,910	3,373,646
INSURANCE	530,653	5,196,608	1,569,434
JEWELRY, OPTICAL GOODS & CAMERAS	665,520	7,416,394	1,792,579
MEDICINES & PROPRIETARY REMEDIES	4,149,507	39,639,209	11,955,901
OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES	366,851	4,983,407	1,443,061
POLITICAL	2,505	84,024	17,850
PUBLISHING & MEDIA	—	827,833	—
RADIOS, TELEVISION SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESSORIES	1,031,907	5,740,503	2,014,995
SMOKING MATERIALS	4,933,314	43,342,205	14,201,661
SOAPS, CLEANSERS & POLISHES	4,815,188	46,020,828	13,768,542
SPORTING GOODS & TOYS	75,890	957,442	198,975
TOILETRIES & TOILET GOODS	7,279,118	73,483,826	24,306,254
TRAVEL, HOTELS & RESORTS	136,302	1,909,791	476,388
MISCELLANEOUS	608,967	6,207,513	2,087,957
Total	**$42,451,143**	**$408,150,593**	**$125,079,144**

Network Tv Gross Billings by Day Parts

	SEPTEMBER 1957	SEPTEMBER 1958	Percent Change	JANUARY-SEPTEMBER 1957	JANUARY-SEPTEMBER 1958	Percent Change
Daytime	$11,953,867	$12,773,859	+6.9	$109,939,521	$117,226,043	+ 6.6
Mon.-Fri	10,235,411	11,105,120	+8.5	94,449,125	100,410,035	+ 6.3
Sat. & Sun.	1,718,456	1,668,739	−2.9	15,490,396	16,816,008	+ 8.6
Nighttime	28,972,406	29,677,284	+2.4	259,253,278	290,924,550	+12.2
Total	**40,926,273**	**42,451,143**	**+3.7**	**369,192,799**	**408,150,593**	**+10.6**

LNA-BAR: Gross Time Costs Only

products for the first nine months passed the $78 million mark, and when combined with toiletries and toilet goods, the two categories alone in network time are responsible for roughly 35% of the total gross investment for all products.

QUARTER'S TOP 25

By Company

1.	PROCTER & GAMBLE	$12,486,914
2.	COLGATE-PALMOLIVE	6,365,339
3.	LEVER BROTHERS	5,480,278
4.	AMERICAN HOME PRODUCTS	4,603,963
5.	GENERAL FOODS	4,491,394
6.	R. J. REYNOLDS	4,364,838
7.	GILLETTE	3,812,857
8.	GENERAL MOTORS	3,808,706
9.	BRISTOL-MYERS	3,567,433
10.	FORD MOTOR	3,012,471
11.	GENERAL MILLS	2,987,000
12.	AMERICAN TOBACCO	2,541,222
13.	KELLOGG	2,540,185
14.	LIGGETT & MYERS	2,374,993
15.	STERLING DRUG	2,349,712
16.	PHARMACEUTICALS INC.	2,332,786
17.	P. LORILLARD	2,138,977
18.	CHRYSLER	1,985,622
19.	BROWN & WILLIAMSON	1,708,710
20.	STANDARD BRANDS	1,652,404
21.	REVLON	1,599,322
22.	NATIONAL DAIRY PRODUCTS	1,588,027
23.	EASTMAN KODAK	1,515,116
24.	GENERAL ELECTRIC	1,412,999
25.	QUAKER OATS	1,192,517

By Brand

1.	WINSTON CIGARETTES	$2,159,164
2.	ANACIN TABLETS	2,110,869
3.	CHEVROLET PASSENGER CARS	1,861,347
4.	TIDE	1,622,940
5.	FORD PASSENGER CARS	1,341,051
6.	VICEROY CIGARETTES	1,307,352
7.	SALEM CIGARETTES	1,307,184
8.	BUFFERIN	1,242,392
9.	DODGE PASSENGER CARS	1,193,346
10.	KENT CIGARETTES	1,169,395
11.	L&M FILTER TIPS	1,127,898
12.	COLGATE REGULAR & AEROSOL DENTAL CREAM	1,071,335
13.	FAB DETERGENT	980,848
14.	EASTMAN KODAK CAMERAS	969,319
15.	PRUDENTIAL INS. CO. OF AMER.	921,939
16.	CHEER DETERGENT	916,085
17.	BAYER ASPIRIN TABLETS	911,814
18.	CAMEL CIGARETTES	898,490
19.	MERCURY PASSENGER CARS	853,260
20.	DRISTAN TABLETS	838,728
21.	GILLETTE RAZORS/BLADES	837,093
22.	SCHLITZ BEER	832,332
23.	PALL MALL CIGARETTES	813,678
24.	BUICK PASSENGER CARS	809,497
25.	PAPER MATE PENS	805,606

LNA-BAR: Gross Time Costs Only

Creative PR Inc. Formed

An independent public relations firm, Creative PR Inc., has been announced by Anderson & Cairns Inc., New York advertising agency. The new subsidiary, in effect, incorporates the agency's public relations department which has been servicing clients for the past 15 years. Officers of the new firm are Ralph C. Tanner, president; Ashley W. Burner, vice president; Raymond Corder, secretary, and Harold Lester, treasurer. Temporary address of the new firm is 145 E. 57th St., telephone Murray Hill 8-5800.

AUTOMAKERS NEED MORE TV: TvB

Detroit executives controlling auto advertising purse-strings were urged last week to loosen them a little and allocate more for tv.

The advocate was Television Bureau of Advertising. A TvB team of officials was in Detroit Dec. 2 for an "automation" Cellomatic presentation to 135 advertiser and agency executives at the Statler Hilton Hotel. The TvB people: President Norman E. Cash, national sales vice president John Sheehan, vice president-general manager George Huntington and sales executive Guy Cunningham.

The TvB personal appearance in Detroit was another broadside fired in a continuing campaign to ram home the importance of tv in auto ad land.

Why more television, both network and spot? Mr. Cash said once the "nationwide umbrella of television is established," then it's up to the automaker to "keep the people reminded and keep selling" his car through more network, and selectivity with more spot.

"Spot television will help you bolster weaker markets, capitalize on stronger markets with continuing tv activity. Spot television gives you market sales pressure."

Points made in the TvB presentation:

• After deducting money spent for taxes and necessities, the sum of $204.6 billion remained in the pockets of Americans but only 5% of these "discretionary" dollars went for new cars.

• A reason autos are losing to this competition for the consumer's dollar: The per cent of sales invested in advertising by things directly competing with new cars. "Perhaps, then," said TvB, "the first thing to consider is more advertising."

The bureau noted that among the top 100 national advertisers, the major corporations in 1947 were putting most of their ad dollars into magazines; in the next five years, newspapers became the popular medium but by last year tv was the leading ad medium for the "third consecutive year with $1 out of every $2 spent in major media going into network and spot television."

In 1947, the presentation continued, Ford allocated more than 50% of its budget to magazines, shifted strongly to newspapers in 1952 and 1957—"This against the trend of the top 100 who in 1957 put twice the per cent of their ad money in television to that of the Ford Motor Co." General Motors had newspapers dominating as its ad vehicle through the 10 years and in 1957, GM was "sharply behind" the top 100's tv allocation. Chrysler was heavy on magazines in 1947, concentrated on newspapers in 1952 and 1957 and again were underspent in tv. All three major auto firms used the broadcast media "in a secondary manner."

The auto ad executives heard this statement: "It's obvious when we see how the major auto manufacturers spend their television dollars that they are especially underspent in spot tv."

Though the Detroit automaker may not spend as much in televsion as one would expect, the auto retailer thinks and acts differently. Auto dealers top the local list in an analysis of retailer use of tv in 11 major markets during the third quarter of this year, Mr. Cash noted. "In a single week," he said, "Car dealers bought 517 spot announcements and 111 tv programs."

Other statistics fired at the auto audience: 83% of tv stations making a special report to TvB last week stated they carried local new car dealer advertising. Activity included 500 announcements, 64% in nighttime hours and 36% in daytime periods; 148 local programs, 80% evening and 20% daytime with the types of announcements divided: Minutes and participations accounting for 46%,

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

There were 125,926,000 people in the U.S. over 12 years of age during the week Nov. 14-Nov. 20. This is how they spent their time:

72.3%	(91,044,000) spent	2,017.8 million hours†	WATCHING TELEVISION
54.1%	(68,126,000) spent	987.1 million hours	LISTENING TO RADIO
82.3%	(103,637,000) spent	428.2 million hours	READING NEWSPAPERS
32.5%	(40,926,000) spent	214.9 million hours	READING MAGAZINES
23.0%	(28,951,000) spent	407.3 million hours	WATCHING MOVIES ON TV
20.8%	(26,177,000) spent	105.6 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

† Hour totals are weekly figures. People—numbers and percentages—are figured on an average basis.

* All people figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within two to seven days of the interviewing week.

SINDLINGER'S SET COUNT: As of Nov. 1, Sindlinger data shows: (1) 112,138,000 people over 12 years of age have access to tv (89.1% of the people in that age group); (2) 43,441,000 households with tv; (3) 47,856,000 tv sets in use in U.S.

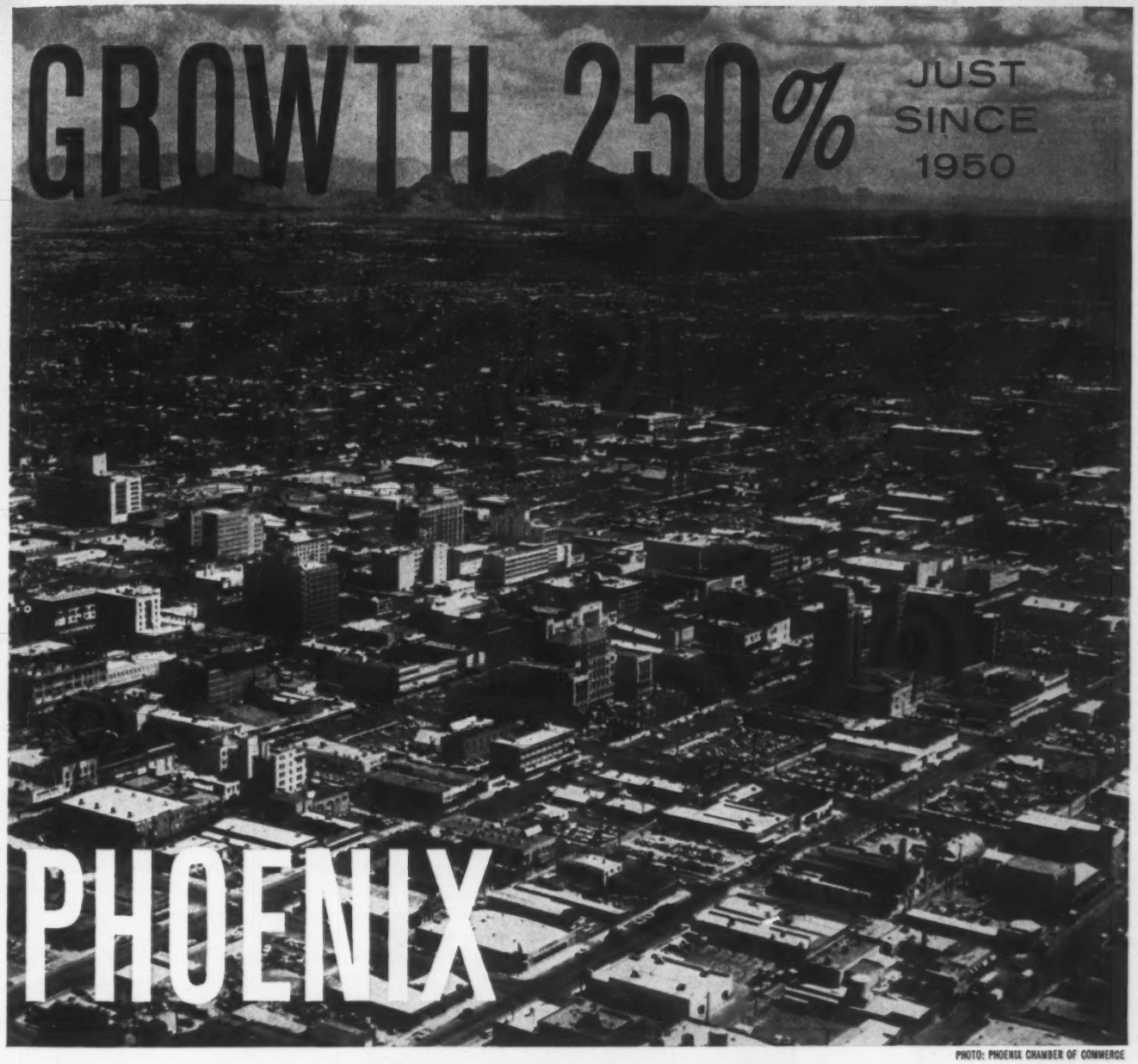


PHOTO: PHOENIX CHAMBER OF COMMERCE

where the exceptional range and power of

KTVK CHANNEL 3 ABC-TV

can best help your sales keep pace with the record-breaking growth of this key-market in the great West

Effective January 1, 1959
KTVK announces
the appointment of

BLAIR TELEVISION ASSOCIATES
as national representatives

NEW YORK • CHICAGO • BOSTON • DETROIT • JACKSONVILLE
ST. LOUIS • DALLAS • LOS ANGELES • SAN FRANCISCO • SEATTLE

THE LONE RANGER RIDES ON 7 IN THE SPARTANBURG - GREENVILLE SUPERMARKET

Soon after WSPA-TV went on the air, American Bakeries put the "Lone Ranger" on Channel 7 for Merita. Year in and Year out this oldest of western adventure programs has brought the best in television entertainment to the 323,490 television homes of the Piedmont.

The familiar 'HI-HO SILVER' rings out to the 1,788,361* people in the WSPA-TV 75-mile coverage area. . . . MORE PEOPLE within 75 mile area than. . . .

ATLANTA	BIRMINGHAM	NEW ORLEANS	HOUSTON	MIAMI
1,557,764	1,427,783	1,260,360	1,226,924	699,103

* Counted population, A. D. Ring & Assoc.

CBS

WSPA-TV 7

National Representatives—Geo. P. Hollingbery Co.

20-second spots for 20% and station ID's for 34%."

The TvB market analysis, too, showed significant use of tv by car dealers selling foreign automobiles.

FIRM COVERAGE DATA DEMANDED BY MILLER

- **B&B mediaman raps stations**
- **RTES forum studies NCS use**

Hal Miller, associate media director of Benton & Bowles, applied a verbal whipping last week to those station salesmen who fail to provide agencies with firm station coverage estimates.

Crackled Mr. Miller at the Dec. 2 Time-buying & Selling Seminar held in New York by the Radio & Television Executives Society: Some station salesmen are "literally afraid to find out just how big an area you do cover . . . so you want to play it safe . . . so you come in and you play it by ear. . . ."

He suggested agencies be given coverage estimates in which the stations believe. "Tell us what you believe is right and why you believe it is right." Wanted: (1) coverage estimates "based on the best techniques" available to the stations and (2) a single estimate which is the same when presented to any of the agencies.

Mr. Miller appeared at the seminar with Robert F. Davis, director of research, CBS-TV Spot Sales, on the question of what value Nielsen Coverage Service No. 3 (tv station coverage) is to the agency and to the station.

A summary of Mr. Miller's talk: Benton & Bowles does not use a "formula" based on NCS 3 to arrive at an estimated station coverage figure. NCS 3, which shows average daily, weekly and monthly coverage of all reportable tv stations, daytime and nighttime, is but one "tool" used by the agency.

Define Coverage • To B&B's timebuyers, coverage "means an effective area in which the homes not only can view a station but who actually do view the station on some regular basis." To this, NCS 3 does contribute. The important thing in estimating coverage: understanding of what the buyer of time and the seller of time mean by coverage.

There are dangers in stations using only one "tool" in establishing station coverage. Examples: the mail map, engineering map and rating data. The mail map—"Mail write-ins do not typify the audience of stations." There can be a bias and there is often a freakishness of signal. The engineering map—it can establish coverage but only on a "theoretical, can receive" basis.

Rating data—This provides for needs of "do view" information but is not generally available on a county-by-county basis for most stations.

NCS 3 limitations: (1) sample size is small in a number of counties, (2) use of the mail ballot may subject data to some other biases and (3) respondents' answers as to the station they view regularly may be affected "subconsciously by the appeal of the programming" on that station during the survey period. Among the major values of NCS 3: allows the agency to make "relative" comparisons to obtain estimates of station coverage. Nielsen's survey "was never intended to reflect specific program or station popularity . . . you need a rating report to accomplish that . . . nor can the data tell the 'absolute' proportion of homes which claim regular station viewing."

Plus and Minus • A summary of Mr. Davis' talk: the ways that NCS 3 can be used as a "plus" in setting the station off from the competition include: (1) a continuing audience leadership in a part of a station's schedule and (2) general audience composition figures.

Chances of "injustices" via NCS 3 use by agencies: when no credit is given for counties under 50% weekly penetration, clustering of counties (some may be above 50% but together the percentage is under 50), too much literal interpretation of set count, ratings and resultant cost-per-thousand computations.

Suggestion: Why not round off rating points? By dropping decimals, very little accuracy is lost but much work is saved in processing ratings.

MILLER'S NEW TOOL

New individual tv market coverage reports which supplement the more comprehensive Nielsen Coverage Service and Nielsen Station Index were announced Tuesday (Dec. 2) by John K. Churchill, vice president of A. C. Nielsen Co., Chicago. Based on data from NCS No. 3, compiled last March, the market coverage reports are being made available for all 245 U.S. tv markets, he said. Each market report shows NCS coverage levels in the market for all reportable tv stations no matter where they are located. It also supplies total U.S. audience figures for those stations originating in the market. Coverage data is summarized by the usual NCS monthly, weekly, daily and day and night circulation groupings.

Third of Grant Staff In New York Dismissed

The New York office of Grant Adv., Chicago, was jolted last week by the dismissal of 13 staffers, including Lawrence D. Reedy, administrative vice president of the agency and Donald Slattery, an account executive.

This drastic reduction in force, amounting to almost one-third of the New York operation, followed the creation of a three-man executive committee two weeks ago to run the New York office [ADVERTISERS & AGENCIES, Dec. 1]. It was surprising that Mr. Reedy was included among the casualties because he had been named to the three-man committee.

Will C. Grant, president, and Lawrence C. McIntosh, executive vice president of the agency, were in New York on Wednesday (Dec. 3) for consultation with other agency officials. Neither could be reached for comment.

The developments in the past several weeks at Grant's New York office underscore recent account problems besetting the agency, which has had phenomenal growth over the past 10 years. Counting its substantial overseas business, Grant increased its annual billing from $37 million in 1948 to about $90 million in 1958.

The first trouble signs appeared last July when the Florists' Telegraph Delivery Assn. ended a long-time association with Grant (estimated annual billing: $4 million). The account, which was handled out of the New York office, was predominantly in television with sponsorship of CBS-TV's *Person to Person* program.

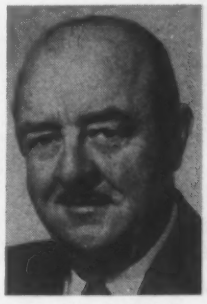
This loss was compounded in recent weeks when Grant, which handles the Dodge Div. of the Chrysler Corp., failed to obtain the New York Dodge dealers account. Wexton Adv., New York, got the estimated $1 million billing. The New York office also lost two comparatively small accounts in the past two weeks, Vanity Fair Mills, Bradley, Pa., ($200,000 billing) and *American Weekly* Magazine ($400,000 billing).

It was thought that the latest dismissals and earlier resignation of key officials could be attributed to the lack of new business to recoup the loss of FTD. In the past month, three top officials of Grant's New York office resigned. They are Paul Bradley, who was vice president and general manager of the office; Jack Bailhe, vice president in charge of operations and public relations, and Lee J. Heagerty, vice president in charge of merchandising.

Top officials remaining at the New York office declined to comment on the latest developments or speculate on future plans. One staffer acknowledged that "practically everybody is jittery, wondering what's going to happen next."

DeMoss Leaves Post at WOW To Become Partner in Agency

Lyle DeMoss, for the past nine years assistant general manager of WOW Omaha, Neb., has joined the Allen & Reynolds agency there as a partner. Mr. DeMoss was in broadcasting for 35 years. One of his first jobs was at KFAB Lincoln, Neb., where he started as vocalist-music director in 1928. He joined WOW in 1937 as production manager. At A&R, Mr. DeMoss will direct the agency's broadcasting media work.



MR. DeMOSS

MR. BRIGGS *as he went on the air from NBC in New York.*

BRIGGS BEATS ELEMENTS WITH C-C TV

James B. Briggs, executive vice president of Erwin Wasey, Ruthrauff & Ryan, had a problem last week. True to the tv-mindedness of his agency, No. 21 in BROADCASTING's annual tabulation of top radio-tv agencies [ADVERTISERS & AGENCIES, Nov. 24], he relied on television to solve it.

Mr. Briggs was to address the Cincinnati Advertising Club last Wednesday noon (Dec. 3) on "The Care and Feeding of an Advertising Agency." He planned to fly out in his own plane, but found that Cincinnati was socked in by a snowstorm.

Others might have cancelled out, but not Mr. Briggs. He had a solution up his sleeve.

The speaker simply called in Rollo Hunter, EWR&R vice president for radio-tv and asked: why not closed-circuit tv? Why not, indeed—on three hours' notice. Mr. Hunter, in turn, called David Lown, head of NBC-TV's closed-circuit operations.

The network had its own ideas about "The Care and Feeding of Agencies." It promised to try, and in quick order lined up the cooperation of the Sheraton-Gibson Hotel in Cincinnati (which conveniently had closed-circuit facilities on the premises), the communications division of TelePrompTer Corp., WLWT (TV) Cincinnati and AT&T.

Technical note: It takes 20 minutes to check out a closed-circuit line. Having no particular test pattern to transmit during that time, Mr. Briggs enlisted model Lilian Cole, who has appeared in Fab commercials, to smile prettily for the Cincinnati admen while they waited for Mr. Briggs.

Mr. Briggs' address was delivered on schedule. Production costs: not a dime. NBC termed its donation for facilities "a public service in time of emergency."

MR. BRIGGS *as they saw him in Cincinnati.*

THE *"test pattern".*

AIM Game by Bruskin To Test Impact of Ads

A new card game will "sweep" the nation in January but it won't be for anyone's amusement. It's really a survey of advertising impact in disguise.

The play will be for John Q. Public's "consumer consciousness" and the range of his ability to remember, identify or associate advertising copy themes in radio-tv and other media as well as sales slogans, product images and trademarks. The dealer in this new advertising evaluation survey "game" is the New Brunswick, N. J., market research firm of R. H. Bruskin Assoc.

The actual playing cards will be dealt to 2,500 consumers in the U.S. in each of six games in 1959 and the deck will be adorned with an assortment of commercial themes, incomplete slogans and corporate symbols. An advertiser or agency will have to plunk $480 in to the Bruskin kitty to get into one game and test the impact of a single commercial theme or perhaps the personal-recognition quotient of its star tv salesman. Frequency discounts lower this single-play rate.

Using advertising split-runs geographically and carefully controlling copy, the Bruskin survey could be used to measure the effectiveness of radio or tv against other media.

Bruskin calls its new national service "Association-Identification-Measure" and has registered the abbreviated trademark "AIM" to give the "game" equally high impact with the consumer panel. The playing cards are backed with a colorful target design asking the player "how good is your AIM" with symbols or slogans to be identified on the reverse side of the card.

A pilot survey made in New York in August and September using over 50 different slogans gave the highest AIM rating of 77% (both male and female) to the Gillette slogan, "How are you fixed for blades." Westinghouse's "You can be sure if it's . . ." (trade name omitted on survey card) scored 71%. Others with high AIM scores included "Live modern" (L&M cigarettes), 68%; "The beer with the barrel of flavor" (Piel's), 63%, and "Nothing does it like . . ." (7-Up), 63%. An unidentified cigarette scored only 8%. It was confused with a competitor.

Bruskin has 3,000 professional interviewers throughout 125 sampling points in 41 states and the District of Columbia. They have been used regularly by Bruskin when it handles NBC's annual automotive survey, the "Colortown" operation sponsored jointly by NBC and BBDO, and other projects for such clients as J. Walter Thompson Co., Foote, Cone & Belding, Radio Advertising Bureau, CBS, ABC, Pepsi-Cola and RCA.

A&A SHORTS

Joe Gans & Co., N.Y.—advertising agency doing 100% of its billing in broadcast media —moves to new quarters at 527 Madison Ave., tel.: Murray Hill 8-6520.

Long, Skoll & Shireman, advertising cor-

The Kellys are back again today

To the rating machine they may be just digits. But to you they're the Kellys, the Koskis, and a thousand Smiths and Joneses. People. Customers. Day after day they come back to make KYW-TV first by far in Cleveland with a consistent 40-plus share-of-audience in this three-station market.

Time was when the station was a poor second. What's made the change? Westinghouse Broadcasting's able and aggressive management. Vigorous promotion. A rare gift for showmanship. Certainly these . . . and more. KYW-TV shares the experiences, abilities, and creative thinking of all other WBC stations. And each station can call on a WBC corporate staff of specialists in all areas of broadcasting . . . each outstandingly qualified in his field. It's a winning combination . . . the reason why *no selling campaign is complete without the WBC stations.*

KYW-TV Cleveland

Represented by Peters, Griffin, Woodward, Inc.

WESTINGHOUSE BROADCASTING COMPANY, INC.

TELEVISION: BOSTON WBZ-TV BALTIMORE WJZ-TV PITTSBURGH KDKA-TV CLEVELAND KYW-TV SAN FRANCISCO KPIX
RADIO: BOSTON WBZ+WBZA PITTSBURGH KDKA CLEVELAND KYW FORT WAYNE WOWO CHICAGO WIND PORTLAND KEX

Joan Crawford came to dinner

And the whole family had a great time. Clark Gable's due tomorrow . . . then Kirk Douglas, Bette Davis and Maureen O'Hara—all on KDKA-TV's Early Show. Morning, afternoon and night, KDKA-TV is the Pittsburgh showcase for Hollywood's great hits and personalities. Big attractions these. And big sales value too. Every KDKA-TV feature film program consistently outrates the other two stations. By far.

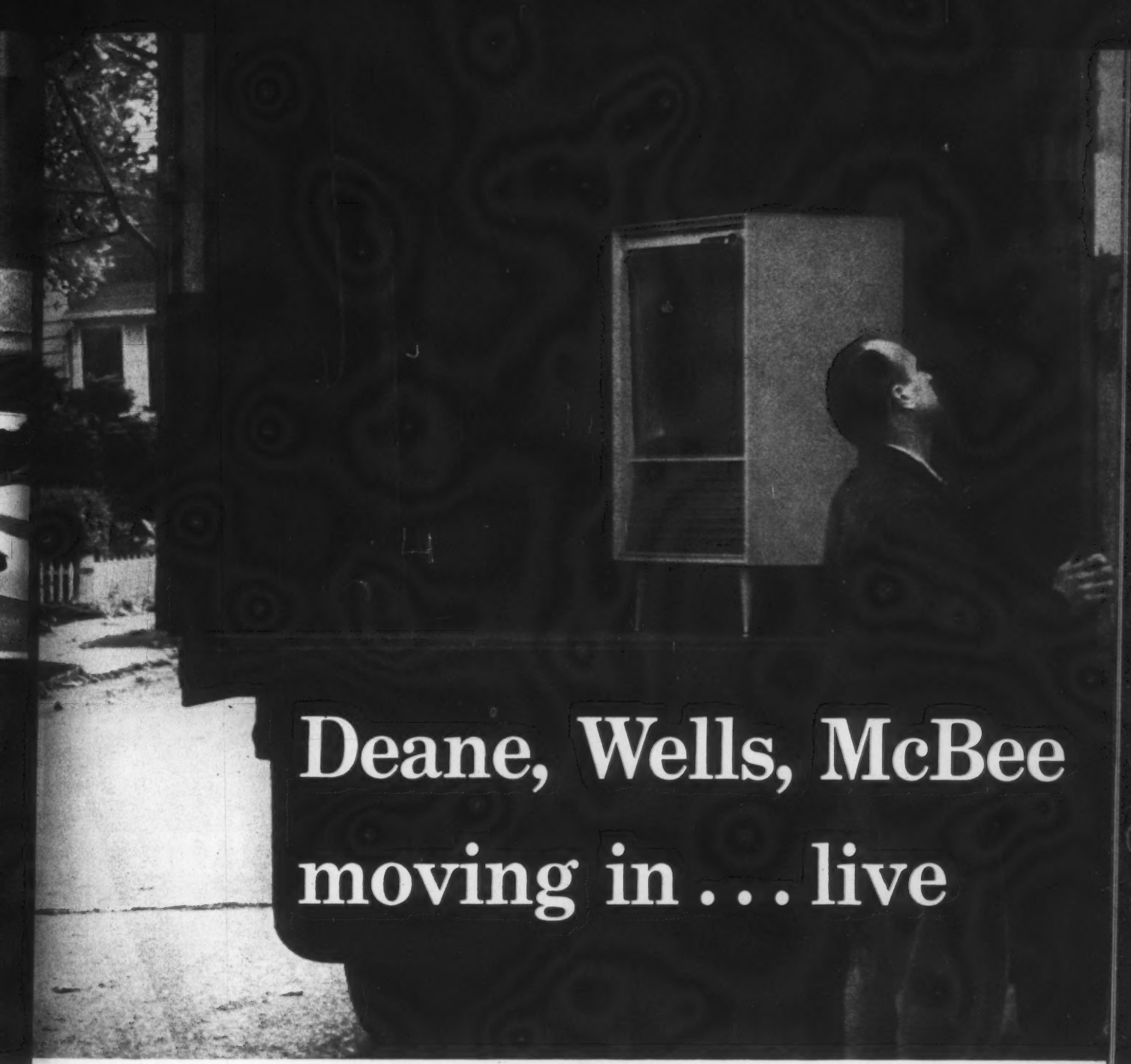
Quality programming, the showman's instinct for sure-fire box-office, an intimate knowledge of their markets . . . these are the things that continue to attract more viewers more often to each of the five Westinghouse Broadcasting television stations. This is why *no selling campaign is complete without the WBC stations.*

KDKA-TV Pittsburgh

Represented by Peters, Griffin, Woodward, Inc.

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

TELEVISION: BOSTON WBZ-TV BALTIMORE WJZ-TV PITTSBURGH KDKA-TV CLEVELAND KYW-TV SAN FRANCISCO KPIX
RADIO: BOSTON WBZ+WBZA PITTSBURGH KDKA CLEVELAND KYW FORT WAYNE WOWO CHICAGO WIND PORTLAND KEX



Deane, Wells, McBee moving in . . . live

Another new TV family in Baltimore. In a few moments they'll be ready to tune to Channel 13 . . . to sparkling, live performers. Buddy Deane and his top-rated music and dance show. Jack Wells' colorful Morning Show. Keith McBee, "Mr. News" of Baltimore. Three very live reasons why WJZ-TV has been first in Baltimore for 10 out of the past 12 months.

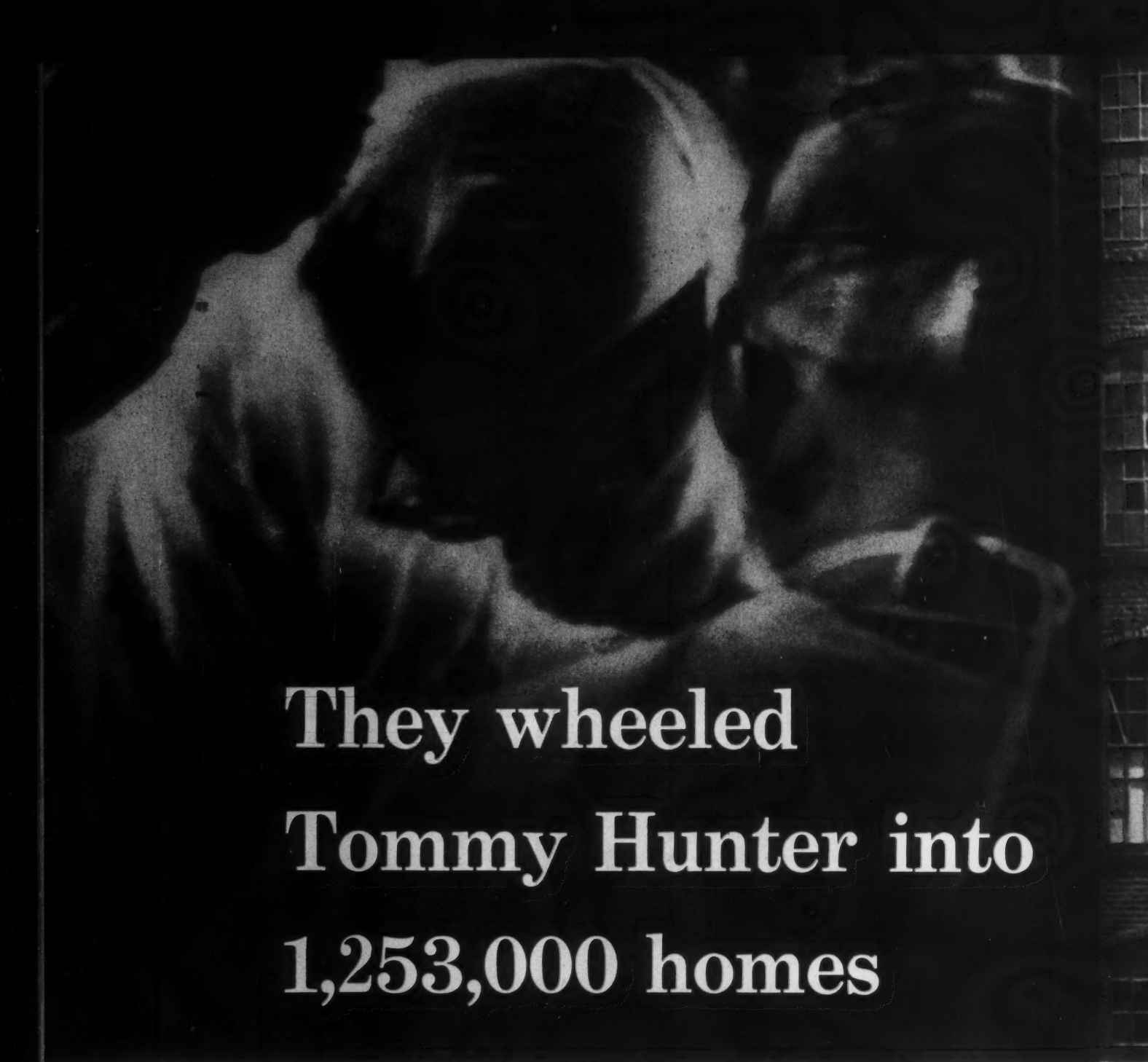
Live talent shows help rack up ratings for WJZ-TV. That's only part of the story. Like the other Westinghouse Broadcasting stations, WJZ-TV delivers a fine balance of network, film and local live programs, skillfully designed to meet the particular tastes of its community. WBC station programming has the capacity and talent to cover the entire range of local listener interest. The payoff is audience . . . the reason why *no selling campaign is complete without the WBC stations.*

WJZ-TV Baltimore

Represented by Blair—TV

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

TELEVISION: BOSTON WBZ-TV BALTIMORE WJZ-TV PITTSBURGH KDKA-TV CLEVELAND KYW-TV SAN FRANCISCO KPIX
RADIO: BOSTON WBZ+WBZA PITTSBURGH KDKA CLEVELAND KYW FORT WAYNE WOWO CHICAGO WIND PORTLAND KEX



They wheeled Tommy Hunter into 1,253,000 homes

For one hundred and five minutes, San Francisco watched spellbound. Closeups showed the surgeon's knife pierce and repair Tommy's heart. Camera 2 picked up the mechanical heart-lung as it kept Tommy alive. Afterwards, 98,000 congratulatory phone calls jammed the switchboards at KPIX. While Tommy recovered, he got over 5,000 get-well cards. Ciba Pharmaceuticals, who sponsored the telecast, reported enthusiastic reaction.

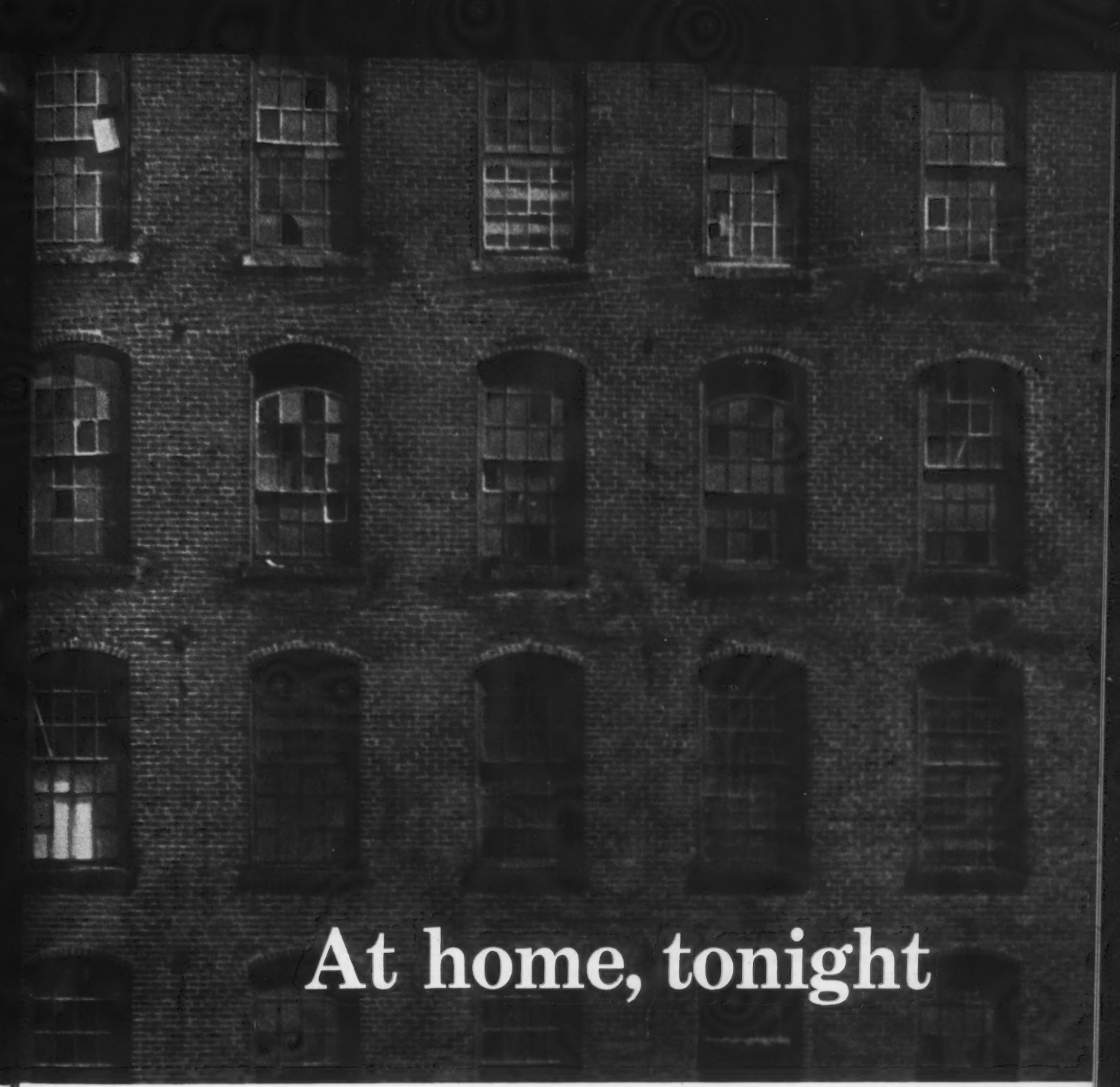
It's no accident that you get such massive response here on San Francisco's foremost station. Like all other Westinghouse Broadcasting Company stations, KPIX is convinced that the station which serves its community best, serves its advertisers best. This kind of programming gives WBC stations a very special character . . . and adds an extra force to the selling power of commercial messages. This is why *no selling campaign is complete without the WBC stations.*

KPIX San Francisco

Represented by The Katz Agency

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

TELEVISION: BOSTON WBZ-TV BALTIMORE WJZ-TV PITTSBURGH KDKA-TV CLEVELAND KYW-TV SAN FRANCISCO KPIX
RADIO: BOSTON WBZ+WBZA PITTSBURGH KDKA CLEVELAND KYW FORT WAYNE WOWO CHICAGO WIND PORTLAND KEX



At home, tonight

This is how the building looked before the fire started. At 3:10 P.M. the first alarm sounded. That evening, while the building still smoldered, thousands and thousands of Boston homes saw the entire scene on WBZ-TV. For in the Boston area, WBZ-TV's fifty-two weekly newscasts reach 71% of all homes. Newscasts with all the color and impact that come from alert and enterprising local coverage, the best of the wire services, and direct news from Westinghouse Broadcasting's own Washington News Bureau.

Accurate, objective, authoritative, complete. That's the news story on WBZ-TV, and on every other WBC station. One segment of a consistently high quality of programming that earns WBC stations the respect and confidence of the communities they serve . . . the reason why *no selling campaign is complete without the WBC stations.*

WBZ-TV Boston

Represented by Peters, Griffin, Woodward, Inc.

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

TELEVISION: BOSTON WBZ-TV BALTIMORE WJZ-TV PITTSBURGH KDKA-TV CLEVELAND KYW-TV SAN FRANCISCO KPIX
RADIO: BOSTON WBZ+WBZA PITTSBURGH KDKA CLEVELAND KYW FORT WAYNE WOWO CHICAGO WIND PORTLAND KEX

MEN + MACHINES = RESEARCH

The systems concept of problem solving, which combines the knowledge of a group of scientific specialists with the use of high-speed electronic computers, is being put to work in advertising by a new research organization PAIR Inc., (Predictive and Integrative Research), with headquarters in Beverly Hills, Calif. Formed last spring, PAIR has already completed an audience analysis for KMPC Los Angeles and now is setting up procedures for pre-testing scripts and programs for Telepix Corp.

President of PAIR is Dr. Max Sheanin, Ph.D. in psychology from U. of Southern California; board chairman is Dr. Arthur Lerner, Ph.D. in experimental psychology from USC; vice president and director of communications research is Stuart W. Hyde, radio-tv writer, consultant and coordinator; vice president and director of merchandising research is Frank J. Bates. PAIR is located at 9615 Brighton Way, Beverly Hills, Calif..

The aim of PAIR, its principals explained at a Los Angeles news conference, is to combine research offered by trained psychologists and other specialists with the use of high speed computers in revealing relationships between a multitude of factors. For KMPC, the organization collected a mass of data about radio listeners in Southern California and put it through the computers as a guide to station management in its programming. For Telepix, PAIR plans to test scripts for both information content and anticipated audience reaction, then to test audience reaction to completed rushes. PAIR is designing an electronic data-processing program to eliminate overlap between advertising media to secure the most effective allocation of advertising budgets. Another project under consideration is a pilot study of the contributions which commercial communications media are making or could make to education.

poration with offices at 2673 N. Hubbard St., Milwaukee, has announced its merger with Impact Adv. Agency. Officers are R. R. Long, president, Richard E. Shireman, executive v.p. and Merceline Skoll, secretary-treasurer and former president of Impact. Mr. Long was previously with Bert Gittins Agency, Milwaukee. Mr. Shireman was formerly sales manager of WISN-TV Milwaukee.

Advertising Unlimited, L. A., changes its name to Linder, Beringhause & Lawrence, expanding its operations from local to regional and national accounts. Seymour Beringhause, president, will supervise product development, marketing and merchandising operations. Normond Linder, v.p., will act as account supervisor and art director. Ralph Lawrence, account executive, will direct radio and tv. Address and telephone remain 1101 Crenshaw Blvd., Webster 3-9231.

Mulle, Breen & Waldie Inc., advertising, has been formed in Beverly Hills, Calif. Sherman G. Mulle, formerly v.p. and account executive of Swafford-Mulle Inc., is president. Melvin Waldie, secretary-treasurer, will act as art director. Richard Breen, previously with Lord & Thomas, N. Y., MB&W v.p., will be copy consultant. Other staff members are Jeanne McFarland, media director, and Sanford L. Kahn, radio-tv director. Address: 405 N. Camden Dr., Beverly Hills; telephone: Crestview 4-8176.

Ross/Reisman/Co., L. A., has changed agency name to Ross/Reisman/Naidich Inc. with appointment of Murray Naidich, art director, as firm partner.

Wesley Assoc., 247 Park Ave., N. Y., has moved to new offices at 630 Fifth Ave., New York 20 (Judson 2-8050). Agency's principal broadcast account is Shulton Inc.

Products Counselors Inc., advertiser-agency service organization, has been formed with offices at 145 E. 57th St., N. Y., announces president Jack Wachtel. Company will specialize in new product ideas, design and packaging, and is associated with design firm of Russel Wright. Telephone: Plaza 5-7811.

Wally Blake Advertising has opened offices in San Diego, Calif., at 2627 B St.; Telephone: Belmont 9-1051. Mr. Blake was formerly assistant manager in charge of operations of KICO Calexico, Calif., and previously with KIVA (TV) Yuma, Ariz., and KWWL-AM-TV Waterloo, Iowa.

G. M. Basford Co., New York-Cleveland, has become affiliated with Intam Ltd., London. Basford's 70 accounts—mostly industrial—total estimated $14.5 million; Intam, with 193 European clients, has pound equivalent of $40-60 million in billings. Two agencies will exchange services, with Basford expected to dip into new business arising from formation of European Common Market, scheduled to begin in 1959.

Otto N. Whittaker Jr. joins Hege, Middleton & Neal, Greensboro, N. C., as associate, changing advertising agency's name to Hege, Middleton, Neal & Whittaker Inc.

George F. Feldman and **Martin A. Ball,** partners in Feldman Adv. Agency, Evansville, Ind., announce that firm's name has been changed to Feldman-Ball Adv.

Fact Finders Assoc., New York market research firm, moves to 247 Park Ave., New York 17. Telephone: Murray Hill 7-0342.

AGENCY APPOINTMENTS

H. C. Cole Milling Co., Chester, Ill., and **Cushman Food Co.,** Aiken, S. C., both appoint Tucker Wayne & Co., Atlanta, Ga.

Swanee Paper Corp., Ransom, Pa., has appointed Cohen & Aleshire, N. Y. C & A reports it is developing "extensive" use of radio and tv among its media plans for Swanee, formerly serviced by Dowd, Redfield & Johnstone, N. Y. Meanwhile, C & A parted with West End Brewing Co., Utica, N. Y.

G. Heileman Brewing Co. (Old Style Lager), La Crosse, Wis., appoints McCann-Erickson Inc., Chicago, effective Jan. 1, 1959. Account formerly was handled by Compton Adv. Inc., Chicago.

O'Brien Corp. (paints, varnishes), South Bend, Ind., appoints Clinton E. Frank Inc., Chicago. Account formerly was serviced by Campbell-Mithun Inc.

MacManus, John & Adams International Dept., N. Y., appointed to handle international advertising of George A. Hormel & Co., Austin, Minn., Wm. Underwood Co., Watertown, Mass., Cream of Wheat Corp., Minneapolis, McIlhenny Co., Avery Island, Louisiana, Diamond Crystal Salt Co., N. Y., and Bon Ami Co., N. Y.

Delta Packing Co., N. Y. (Sugar 'n Spice brand condiments), names Ritter, Sanford, Price & Chalek, N. Y. Test campaign is being used in radio and newspapers in Pittsburgh before national expansion.

Thermo-Fax Sales, San Jose, Calif., appoints Erwin Wasey, Ruthrauff & Ryan, S. F., for local advertising and public relations for Thermo-Fax copying machines made by Minnesota Mining & Mfg.

Noxzema Chemical Co. appoints Sullivan, Stauffer, Colwell & Bayles, for its new Noxzema skin lotion.

Alva Labs (Alva-Tranquil tablets), Chicago, appoints Olian & Bonner Inc., that city, to handle advertising for its Alva-Tranquil Corp., sales subsidiary. Radio-tv will get substantial share of initial $400,000 budget for national spot campaign, plus test campaigns in certain markets.

Swissair (division of Swiss Air Transport Co. Ltd., Zurich), N. Y., drops DeGarmo Inc., N. Y., effective Jan. 31.

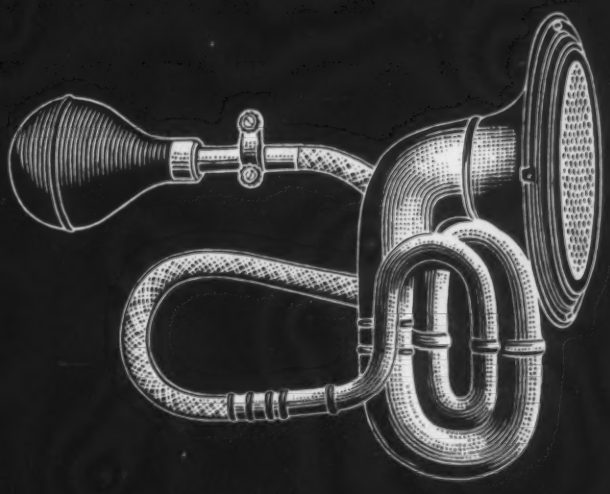
American Fluoride Corp., N. Y., for its fluorine derivative products, appoints Moss Assoc., N. Y.

Belvedere Broadcasting Corp. (WWIN Baltimore) appoints James B. Rogers Assoc. Inc., Baltimore, as its advertising agency for 1959.

Breast O'Chicken Tuna Co., San Diego, confirmed earlier report that it is dropping Guild, Bascom & Bonfigli, S. F., as agency and is moving account to Robinson, Jensen, Fenwick & Haines, L.A.

Crane Co. (heating, plumbing equipment), Chicago, expected to name Buchen Co., that city, to handle $1 million consumer advertising account again (as before 1953) in switch from Leo Burnett Co.

Morgan & Lindsey Co., Jasper, Tex., chain of 90 variety stores in four southwestern states, names Erwin Wasey, Ruthrauff & Ryan, Houston, as its agency, with media plans to include spot radio and television.



amazing! fantastic! wonderful!

new! now! now! new!

9 out of 10 call it "fabulous"!

wonderful new discovery!

the world's most wanted!

bewitching aroma!

new taste sensation!

our own exclusive ingredient!

and how's <u>your</u> message getting through?

A woman is on the receiving end of more than 200 ad messages a day. How many she remembers and is convinced by, is another matter. That's why *where* you say it is at least as important as *how* you say it.

KNX surrounds your commercials with radio programming that commands attention and inspires belief. A recent listener attitude study by Motivation Analysis, Inc. clearly proves this. What's more, KNX Radio's spacing of commercials shows our respect for listener and advertiser, both. Indeed, that's why we have so many of both. If you're a Los Angeles advertiser it will pay you to be a KNX advertiser. Our reps can give you many a reason why.

KNX CBS RADIO LOS ANGELES

Represented by CBS RADIO SPOT SALES

COMBINED COVERAGE NOW OVER 334,575 SETS!
KDUB-TV LUBBOCK TEXAS
THE ECONOMICAL COMBINATION RATE MAKES IT TEXAS' BEST TV BUY!
KPAR-TV ABILENE-SWEETWATER TEXAS
CALL YOUR BRANHAM MAN...MAN
KEDY-TV BIG SPRING TEXAS
BIG Lamar for TEXAS
CBS
K/DUB stations
KDUB-TV LUBBOCK, TEXAS
KPAR-TV ABILENE - SWEETWATER
KEDY-TV BIG SPRING, TEXAS
W. D. "Dub" Rogers, President and Gen. Mgr.
R. S. "Bud" Nielsen, General Sales Manager
John Henry, National Sales Manager
NATIONAL REPRESENTATIVE THE BRANHAM COMPANY

FILM

NTA GROSS INCOME RISES 41.2 %

Gross income of National Telefilm Assoc., New York, for the 12-month period ended July 31, 1958, increased by 41.2% over the previous year to almost $15.5 million, it was announced last week by Ely A. Landau, NTA board chairman.

Income before amortization and provision for federal income taxes totaled $9,872,033, as compared with $6,747,832 in the previous fiscal year, Mr. Landau reported. He attributed a decline in income before taxes from $2,148,031 to $1,614,048 for the fiscal year ended last July primarily to an increase of $3,658,184 in amortization charges ($4,599,801 in 1957 to $8,257,985 in 1958).

"This decline also reflects initial operating losses of the new television station in Minneapolis (WMSP-TV) and the new television and radio stations in metropolitan New York (WNTA-AM-FM-TV Newark) which were acquired during the year," Mr. Landau stated.

He added: "These losses of approximately $460,000 resulted chiefly from expenditures incurred to acquire and promote programming designed to establish these stations on a competitive basis with the leading stations in their respective markets."

After provision for federal income taxes, Mr. Landau said, NTA's net income amounted to $687,048, equal to 63 cents per share, as against net earnings of $1,094,031, or $1.07 per share, in the previous fiscal year. Mr. Landau placed current assets of the company, as of last July 31, at $36,947,894 and total current liabilities at $25,575,356, giving NTA a net working capital of $11,372,538.

New Syndication Plan Readied For 'Ding Dong School' on Film

Plans for national syndication of the *Ding Dong School* children's series to advertisers by next March—perhaps through the fast-growing Jack Wrather Organization—were revealed last week.

The newest project marks another step in the varied fortunes of the pre-school program, seen on NBC-TV in the mid-fifties and subsequently slated for the Sylvester L. (Pat) Weaver network that never materialized. More recently, WGN-TV Chicago abandoned plans to offer videotape versions of the series, which it has been carrying locally since Aug. 26, 1957, to other stations in the country.

In a joint announcement, Ward L. Quaal, vice president and general manager of WGN-AM-TV, and Dr. Frances Horwich, program's star, said that the program will be syndicated nationally via film early in 1959. In the interim, they reported, it will continue live in color on WGN-TV until a sufficient supply of filmed programs is ready for national distribution.

The series is jointly owned by Dr. Horwich and Henry G. Saperstein, her business manager and associate of The Jack Wrather Organization, who is handling production, distribution and sales details.

Mr. Saperstein, who recently acquired the *Championship Bowling* and *All Star Golf* film properties from Peter DeMet (Sid Goltz Productions) for over $3.8 million in his capacity as head of Glen Films Inc., Beverly Hills, Calif., reported he hopes to have a minimum of 78—but more probably as many as 120—DDS films for syndication by next March. It would be offered on a three-per-week basis—or on a five-per-week strip if desired—to advertisers, who would buy spot participations in the children's program series.

Wall Street Shows High Regard For Lucy in Sale of Desilu Stock

Wall Street chorused "I Love Lucy" last week to the tune of $5.25 million as the first public offering of stock in Desilu Productions sold out completely almost immediately after it went on the counter at 3:30 p.m. Wednesday. Desilu now seeks to be listed on the American Exchange.

Standing orders gobbled up all 525,000 shares offered at $10 per share with 250,000 going for the account of the company and 275,000 going in equal lots for the individual accounts of President Desi Arnaz and Vice President Lucille Ball. Company proceeds go in part toward payments to RKO Teleradio Pictures Inc. for the RKO movie lots in Hollywood and Culver City, Calif., acquired by Desilu last January.

Bache & Co., which managed the offering, "preferred" a maximum sale to each purchaser of not more than 100 shares in order to effect as wide a public distribution as possible. Stock was rationed out to Bache's 56 U.S. branches as well as national offices of 77 other underwriting companies.

Proceeds From Filmways Stock To Go Toward Expansion Program

Filmways Inc., New York, last week filed a registration with the Securities & Exchange Commission announcing plans to sell 140,000 shares of common stock (par value, 25 cents each) to the public. The public offering price, estimated at $4.75 per share for registration purposes, will be announced later.

The firm also has agreed to sell 16,000 common stock purchase warrants, at 1 cent per warrant, to its underwriter, S. D. Fuller & Co. The warrants entitle the holder to purchase one share for each warrant held at $5.25 prior to Dec. 31, 1963. Martin Ransohoff, Filmways founder and president, is selling an additional 14,000 shares owned by him.

Filmways, organized in 1952, principally is engaged in producing television commercials, but plans to produce one or more tv shows in the future. Proceeds from the stock sale, Filmways told the SEC, will be used in the following manner: outfitting and equipping of additional studio facilities, $350,000; purchase of additional video tape equipment (the company now owns one Ampex VTR), $100,000; expansion of sales and production facilities, $75,000, and $75,000 for investment in tv film series.

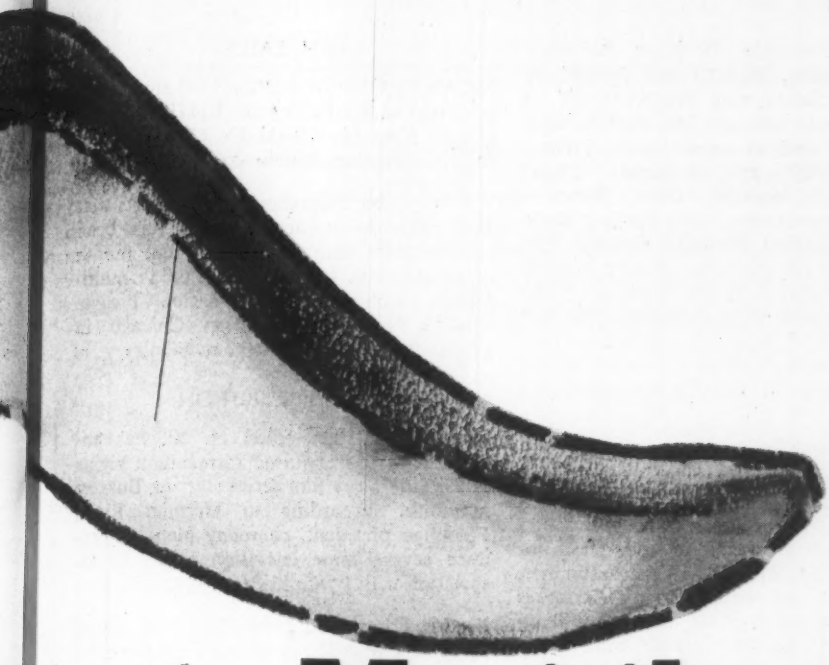
a ring around the family

made up of all-the-family programming appeal is the way KFJZ Radio reaches the largest audience in the Fort Worth Area.

So when you want to reach and sell ALL the family, be sure you're represented inside KFJZ Radio's Ring Around the Family. It's the way to sell EVERYONE in the Fort Worth Area on Fort Worth's Number One Station.

KFJZ *Radio* **FORT WORTH**

Sold in combination with
Radio KLIF, Dallas. Represented by John Blair and Co.



Meet the hare-apparent

The drumbeats roll. The clarions sound. And the prophetic notes of the November Nielsen echo across the land.

Harken now to the people's will – and herald the people's champion! For the Nielsen returns make the portent clear: the television network most likely to succeed to the Number One position is youthful, winsome ABC. Its future looms regal. Its *present*, for that matter, is itself little short of majestic.

Witness: ABC is already the No. 1 network on three nights of the week — Sunday, Tuesday and Thursday!*

Witness: For nighttime programming, ABC is the only network whose *ratings* are up over last year . . . the only network whose *share of audience* is up over last year . . . the only network whose *number of homes* is up over last year.*

Witness: Of the 33 commonly competitive evening half hours, 76% of ABC's time periods are enjoying larger shares of audience. Corresponding figures for the other two networks, 42% and 45%.†

Witness: Of the 33 commonly competitive evening half hours, ABC is now No. 1 in twelve. Another network also leads in twelve — while the third network is first in only nine.†

Our competitors, we'll wager, are ready to crown us.

Source: Nielsen's 1st November Reports 1958 vs. 1957, Sunday through Saturday, 7:30 - 10:30 P.M., NYT.
*National Report, Average Audience per minute for all sponsored evening programs.
†Nielsen Multi-Network Area (24 competitive markets), Share of Audience.

ABC TELEVISION

CINE-CITY

Cooperation by New York City officials has resulted in the issuance of 513 permits for New York location filming in the first 10 months of 1958, compared with 297 permits in 1957 and 165 in 1956, according to Wallace A. Ross, public relations representative of the Film Producers Assn. of New York. Mr. Ross told a meeting of the New York chapter of the Academy of Tv Arts & Sciences on Nov. 13 that efforts by FPA and other interested groups to encourage film-producing in New York have paid dividends. He estimated that the film industry in New York is a $100 million business, covering more than 25,000 workers in the production of tv film commercials and feature, industrial, documentary, educational and other non-theatrical films.

ON CAMERA

Desilu Productions is resuming filming of *Grand Jury* at its Gower St. Studios in Hollywood. Pilot film, made some six months ago, could have been sold but Desilu refused as buyer wanted to spot it in Monday evening network time period opposite Desilu Theatre on CBS-TV. Plan now is to make four more episodes, which will be shown to network executives for possible start in January as replacement for one of end-of-the-year casualties. Mort Briskin is producer of the series co-starring Lyle Bettger and Harold J. Stone. Alvin Ganzer will direct two of four programs.

Bob Sande and Larry Green, principals in Sande & Greene Productions, Hollywood, have been assigned to write and produce *Sea Power,* new public service tv series sponsored by the U. S. Navy League. Assignment follows award of Navy Certificate of Merit for their first navy radio and tv series, *Weekend Warriors. Sea Power* series, focussed on America's naval strength in nuclear age, is scheduled to go into immediate production for tv release before year's end.

Screen Gems Inc., N. Y., reports production will begin in early 1959 on half-hour anthology series, planned and created by SG in association with Writers Guild of America. Following are first nine winning writers and teleplay titles: Barry Trivers, "The Shelter;" Joanne Court, "King George;" John Mantley, "There's Room in Heaven;" Bruce Geller, "The Duster;" Richard Hubler, "First Portrait;" Stanley Niss, "One Penny for Heaven;" Robert Presnell Jr., "The Railing;" N. B. Stone Jr., "The Courtship," and Willard Wiener, "A Suit for a Stranger." In addition to regular payment, each writer's script will be considered for grand prize of $10,000 for anthology's best play.

John Guedel Productions is planning to film three pilots of new audience participation show, *On the Go,* in next five weeks. Jack Linkletter, 21-year-old son of Art Linkletter who was master of ceremonies of *Haggis Baggis* on NBC-TV last summer, will star in new series. Irving Atkins is executive producer of *On the Go.* William Kayden will produce pilots, with Lloyd Gaines as director, John Alexander as assistant producer and Howard Blake and Jerry Gollard as writers.

Felix Jackson, producer of *The Third Man* tv series being made by NTA in conjunction with BBC, is in London, conferring with Ronald Waldman, BBC's business manager for tv programs; Vernon Burns, head of NTA's London offices, and officials of British Lion Studios, where 19 episodes of *The Third Man* will be filmed, beginning in May, 1959, after first 20 installments of series have been made in Hollywood, starting in January.

RANDOM SHOTS

Walter Harrison Smith Productions, New York producer of educational and documentary films for television, moves to 40 E. 40th St., New York 16. Telephone: Murray Hill 3-5820.

United Artists Corp., N. Y., announces regular quarterly dividend of 40 cents per common share, payable Dec. 26 to stockholders of record on Dec. 12.

Tv Spot's new Commercial Div., headed by Sam Nicholson, has moved into new quarters at 1029 N. Cole Ave., Hollywood 38.

NIGHT COURT U.S.A.
78 FILMED HALF HOURS AVAILABLE
BANNER FILMS, INC.
527 MADISON AVE. NEW YORK, N.Y.
CALL COLLECT CHARLES McGREGOR PLAZA 5-4811

FILM SALES

MCA's Tv Film Syndication Div. announces purchase of its library of 700 Paramount feature films by WBBM-TV Chicago, raising total markets sold to 26.

Ziv Television Programs, N. Y., reports that *Bold Venture* sea-action series has been sold in more than 90 markets first month of selling, with latest sales including multi-market purchase by Armour & Co., Chicago, through N. W. Ayer & Son, Chicago, in seven major cities throughout country.

FILM DISTRIBUTION

Flamingo Telefilm Sales, N. Y., has announced it has acquired distribution rights to *The Big Story* film series starring Burgess Meredith. According to Herman Rush, Flamingo president, company plans to produce several new television series in association with Pyramid Productions, N.Y.

Banner Films Inc., New York, has signed agreement with International Film Distributors, N. Y., under which IFD will distribute 35 feature films in *Banner Package* and 78 half-hour episodes of *Night Court* series, throughout world, except U. S. and Canada. Banner Films will continue to handle product in those two countries.

Guild Films Co., N. Y., announces it will syndicate videotape recordings of Atlantic Athletic Corp.'s Boston wrestling bouts, currently seen on WBZ-TV Boston. Billed as *Big Time Wrestling,* VTR series already has been sold to six eastern tv stations.

KLM Royal Dutch Airlines' 16mm color documentary "Caribbean Carousel," is being offered free to tv stations and film distributors. Film, which was awarded prizes at second international film festival, Italy, and Vancouver (B. C.) film festival, runs 27 minutes and may be borrowed from KLM through its distributors, Tribune Films, 141 E. 44th St., N. Y.

George Bagnall & Assoc., Beverly Hills, Calif., announces completion of distribution deal for first adventure of new tv comic strip program called, *Clutch Cargo,* produced by Cambria Studios.

United States Army Pictorial Center, Long Island City, N. Y., announces availability of "The MacArthur Story," latest in its tv series, *The Big Picture.* Series is based upon action film taken in combat, in overseas areas and in training camps. Started in 1951, *The Big Picture* has produced more than 250 episodes for 331 tv outlets regularly programming series.

Christian Television Mission of Joplin, Mo., has completed 13 half-hour tv programs and is offering them free to tv stations. Series, *Homestead, USA,* includes hymns, brief talks or Bible readings by professional artists. Series made by Wide World Pictures at Universal-International Studios, under production aegis of Dick Ross. KGO-TV San Francisco and WBKB (TV) Chicago are among stations which have already arranged to broadcast *Homestead, USA.* series.

THANK YOU, TIME BUYERS!

WJAR-TV *is cock-of-the-walk in* PROVIDENCE!

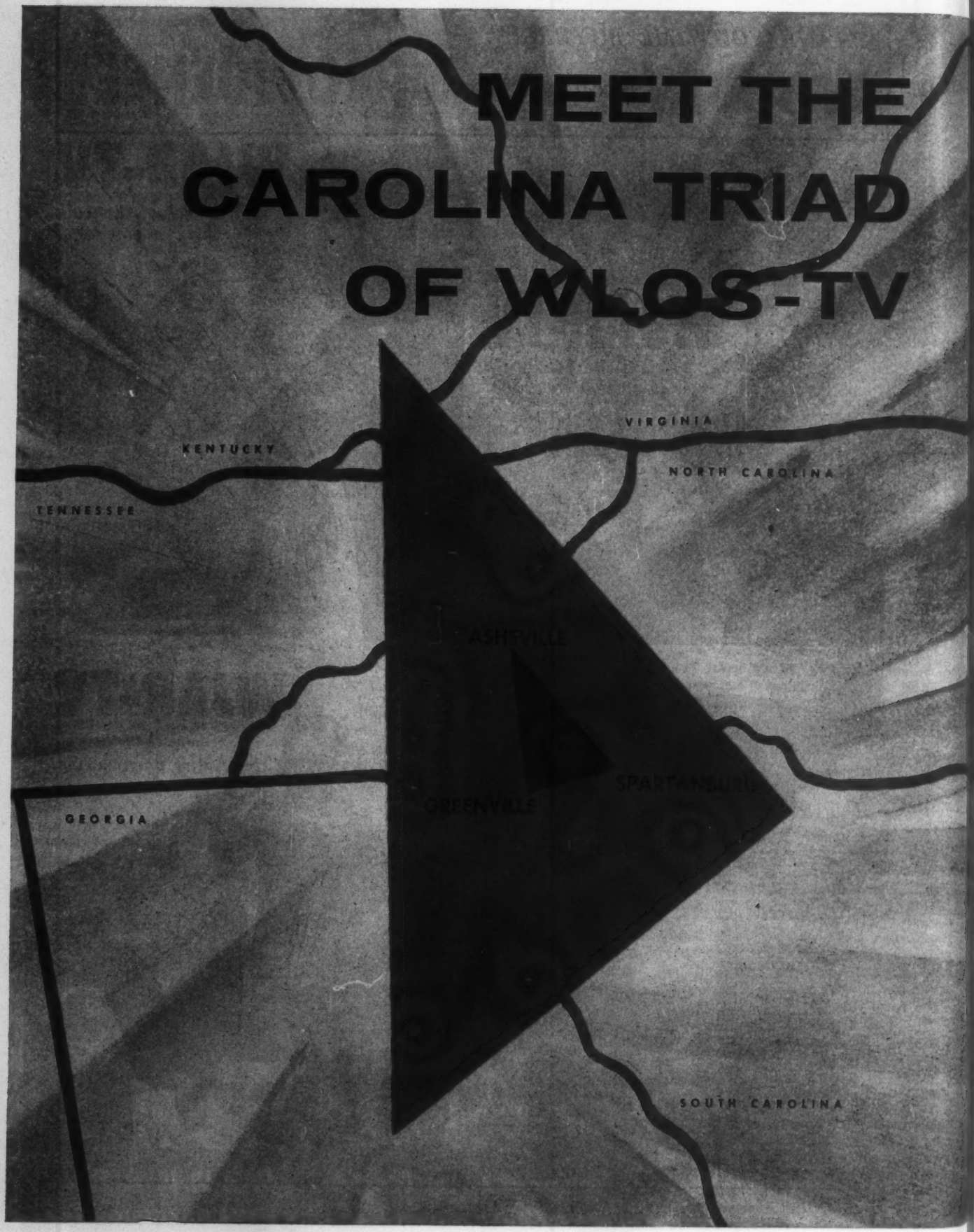
WJAR-TV
is cock-of-the-walk in station coverage!

WJAR-TV
is cock-of-the-walk in news coverage!

WJAR-TV
is cock-of-the-walk in feature films!

WJAR-TV
is cock-of-the-walk in creative programming!

CHANNEL 10 • PROVIDENCE, R.I. • NBC • ABC • REPRESENTED BY EDWARD PETRY & CO., INC.


MEET THE
CAROLINA TRIAD
OF WLOS-TV
VIRGINIA
KENTUCKY
NORTH CAROLINA
TENNESSEE
ASHEVILLE
SPARTANBURG
GREENVILLE
GEORGIA
SOUTH CAROLINA

. . . mammoth market in the rich southeast stretching across 62 counties in six states!

With retail sales of $1,848,670,000,* the Carolina Triad is a "must buy" for any top TV schedule!

PRIMARY ABC—The new WLOS-TV delivers the only unduplicated VHF network service to the entire Carolina Triad! Only WLOS-TV can deliver you complete coverage of this rich triad — 425,360 TV homes in 62 counties of six states! †

6,089 feet above sea level atop Mt. Pisgah

MEET IT — SELL IT — PROFIT FROM IT — WITH WLOS-TV

towering new force in Southeastern TV

* *Survey of Buying Power Sales Management — May, 1958*
† *#NCS #3 — All TV Homes*

WLOS-TV

Unduplicated ABC in

ASHEVILLE • GREENVILLE SPARTANBURG

WLOS AM-FM

Represented by Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers Co.

STERN TO TACKLE BOSTON CH. 5; ASKS MIAMI CH. 10 REVOCATION

- **Florida proposal, however, doesn't seek any disqualifications**
- **Possible ex parte influences also to keynote Boston rehearing**

Judge Horace Stern cleaned up one rehearing on improper off-the-record contacts with FCC commissioners last week and was immediately designated to hear another.

The retired chief justice of the Pennsylvania Supreme Court handed down his initial decision in the Miami ch. 10 case on Monday. On Thursday the Commission assigned him to hear the Boston ch. 5 case.

Both cases involve charges of *ex parte* discussions with FCC commissioners by parties to the tv hearings.

In the Miami ch. 10 case, Judge Stern found that former FCC Comr. Richard A. Mack should have disqualified himself, and therefore recommended that the FCC revoke the grant to National Airlines. He found that both National Airlines and WKAT Inc. (A. Frank Katzentine) had engaged in behind-the-scenes conversations with Mr. Mack, but he did not recommend that they be disqualified. He also found that North Dade Video Inc., a third applicant in the original Miami ch. 10 hearing, was not guilty of *ex parte* contacts, although he termed "imprudent" the action of North Dade special counsel Robert F. Jones in submitting a document favoring his client to Comr. T.A.M. Craven.

The parties in the Miami case have 30 days to file exceptions to Judge Stern's initial decision. Thereafter, oral argument will presumably be requested and held before the FCC, and a final decision on the wire-pulling issues will be forthcoming from the Commission. This will have to be submitted to the U.S. Court of Appeals, since that court still has jurisdiction in the case.

Four-Way Hearing Likely • If the FCC commissioners go along with Judge Stern, and the court approves, a further hearing among all four applicants is believed certain. L.B. Wilson Inc. (WCKY Cincinnati) is the fourth applicant. There was no finding of taint against L.B. Wilson by Judge Stern.

Judge Stern's recommendation that none of the applicants be completely disqualified caused comment. Both the Justice Dept., which participated as amicus curiae, and the FCC's special staff recommended that both WKAT and National Airlines be disqualified. The FCC staff also recommended that North Dade be disqualified.

Actually Judge Stern recommended that the activities of both WKAT and National Airlines be considered adversely in considering their character qualifications.

There was still some talk that the Commission might, when it reopens the case after its final decision is promulgated, consider opening Miami ch. 10 to new applicants. Last Thursday, it was reported that a Miami group headed by Charles H. Crandon, former County commissioner, planned to apply if the ch. 10 grant is withdrawn from National Airlines. The group has agreed to put up $1 million, it was said.

The Boston ch. 5 case was remanded to the FCC for investigation of off-the-record contacts by the appeals court last July [GOVERNMENT, Aug. 4]. During hearings before the House Legislative Oversight Committee, it was testified that some of the parties had approached both former Comr. Mack and former FCC Chairman George C. McConnaughey. The court, however, specifically upheld the FCC's decision in granting the Boston ch. 5 to WHDH Inc. (*Boston Herald-Traveler*).

In its notice last week the Commission ordered the rehearing to determine (1) whether any commissioner should have disqualified himself, (2) whether any person or persons influenced or attempted to influence any member of the Commission outside regular judicial processes, (3) whether any party knew of such misconduct, (4) whether the grant was void originally, or, if not, whether it is voidable by reason of the disqualification of a commissioner, and (5) whether the conduct of any party if not an absolute disqualification reflects adversely on its character.

Participants Notified • In line with the court's order, the Commission notified the Dept. of Justice and listed the parties who would participate as WHDH Inc., Greater Boston Television Corp., Massachusetts Bay Telecasters Inc. and Allen B. DuMont Labs. Inc.

Comr. Craven took no part in the deliberations of the Commission leading to the issuance of this order. He had abstained in the original 1957 vote when the grant was made to WHDH by four to two. Favoring WHDH were Messrs. McConnaughey, Mack, John C. Doerfer and Robert E. Lee. Comrs. Rosel H. Hyde and Robert T. Bartley dissented. A hearing examiner had recommended that ch. 5 be awarded to Greater Boston Television Corp.

The Commission asked the parties to file intention to participate by Dec. 15. It also said it would entertain motions to hold the hearings outside of Washington.

Judge Stern's decision was simple—almost to the extreme.

He found that Comr. Mack should have disqualified himself, and therefore that the February 1957 final decision in favor of National Airlines was void.

He also determined that although WKAT and National Airlines were guilty of the impropriety of attempting to influence Comr. Mack outside the record, this was not an absolute disqualification (which would have meant dismissing their application), but only a relative disqualification which the Commission must take into account in any further proceedings.

Judge Stern also found North Dade Video Inc. not guilty of any impropriety in hiring former FCC Comr. (and former Congressman) Robert F. Jones, but did find "imprudent" Mr. Jones' action in sending Comr. T.A.M. Craven a copy of a document favoring North Dade.

L.B. Wilson Inc., the fourth applicant, came out with clean hands; Judge Stern found no improprieties in its activities.

The key finding by Judge Stern was contained in his second conclusion: That Comr. Mack not having disqualified himself, the award of ch. 10 to Public Service Television Inc. was voidable and should be revoked and set aside "because the applicant did not have a hearing before an impartial tribunal. . . ."

Judge Stern's failure to disqualify the applicants was in direct opposition to the recommendations of the Dept. of Justice and the FCC's general counsel staff.

Both had asked the special hearing examiner to revoke not only the grant to National Airlines, but also to disqualify

STERN DECISION QUALIFIED

Judge Stern on accepting gifts and favors:

"It may not be amiss to interpolate that all this does not mean, of course, that any and every gift to a person in public office is necessarily to be condemned as unethical and improper. It naturally depends on all the attending circumstances, such as the degree of friendship; family or other relationship between the parties; the magnitude of the gift; the likelihood or reasonable possibility of the donor seeking, or at least welcoming, official favors in return; the donee being in an office where he would be able to grant such favors. . . ."

Judge Stern on the question of absolute disqualification:

"It would seem clear, therefore, that, since the 'public interest, convenience, and necessity' is, by statute and decision, the proper and indeed the supreme determinant in such cases, there is not any edict or rule of law prescribing an absolute, automatic disqualification, in all future proceedings in the case, of applicants guilty of any wrongdoing. It might be possible, for example, to find in a case that an applicant guilty of misconduct—after full consideration by the Commission of all relevant factors, financial, technical, experience, planning and the numerous other requisite qualifications that enter into the question *but including also consideration of the misconduct itself as adversely reflecting upon the character of the applicant and as hereinafter discussed*—would nevertheless be the party that would furnish the best television service in all its important purposes of education and information, to the people of the community in which the station was to operate, and thereby best serve the 'public interest, convenience and necessity.'. . ."

WKAT and Public Service. The Commission staff had also asked for the disqualification of North Dade Video Inc.

The Dept. of Justice had asked for a clear-cut ruling that any *ex parte* contact with a commissioner be automatically disqualifying both for the Commissioner and the applicant.

Judge Stern did not make any finding on the vote of former Chairman George C. McConnaughey. There had been testimony that Mr. McConnaughey had been approached behind the scenes to vote for one of the applicants.

Clean Bill • In his 21-page decision Judge Stern emphasized that none of the present FCC is involved in the charges. He also termed "particularly reprehensible" the fact that secret approaches were made to Comr. Mack during the "critical period," beginning from the time the examiner's initial decision was issued, March 1955, until the final Commission decision was issued, Feb. 7, 1957.

Commissioners, in the exercise of their judicial duties—as distinguished from "merely administrative" duties—are "to all intents and purposes quasi-judges, and accordingly should be bound by the same legal, ethical and professional rules as those by which judges are governed," Judge Stern remarked. This means, he emphasized, no behind-the-scenes contacts and no gifts.

Bolstering this attitude, Judge Stern quoted canons of the American Bar Assn.; Sir Edward Coke, Lord Chief Justice of England in the 17th Century; the Bible (Deuteronomy, 16:19); the Roman philosophers Seneca and Martial, and the Hebrew philosopher Saadi.

Discussing the activities of emissaries of WKAT, Judge Stern said:

"All of those thus named—persons to whom Mack was obligated by reason of friendship or political support or both—actually sought his vote for WKAT however vigorously both he and they denied that they asked him for it in so many words. One would have to be quite naive to accept as a fact that they urged him only to decide the case on the merits—a request that would properly have merited resentment as implying a lack of confidence in his judicial integrity. Mack certainly knew what was being asked of him."

The activities of Thurman A. Whiteside, Comr. Mack's benefactor and friend, was "with the knowledge and sanction of Anderson, Scott and Baker," Judge Stern ruled, "a sanction which, if not expressed in conventional terms or embodied in a formal agreement of employment, was certainly implied and so understood by Whiteside." Messrs. Robert H. Anderson and Paul R. Scott, members of Miami law firm representing National Airlines, and George T. Baker, president of National Airlines, had maintained that they tried to hire Mr. Whiteside, but that he refused. Thus, they claimed, Mr. Whiteside's involvement with Mr. Mack was on his own.

Imprudence • In referring to Mr. Jones on Capitol Hill Judge Stern said there was nothing wrong in the attempt to prohibit the grant to National Airlines through legislation of a general public policy. But Judge Stern found that Mr. Jones acted imprudently although "not ill-intentioned," in sending to Comr. Craven the document he had prepared in favor of North Dade.

Mr. Jones had been hired by some North Dade stockholders unbeknownst to its regular counsel, to interest Congress in legislating against an airline owning a tv station.

The award of a tv channel is not a "prize" to one or another of rival applicants, Judge Stern stated, for his or its own sake. "[It is for the purpose] of serving the transcendent interest of the public by obtaining the one best qualified to satisfy the needs and promote the welfare of the community in which the station is to operate," the judge said.

FTC HOMEWORK: MORE WATCHDOGS OVER RADIO-TV

Broadcasters are going to hear a lot more about and from Charles Amos Sweeney, the new chief of the Federal Trade Commission's radio-tv advertising unit.

The ebullient Ohioan last week was appointed to head the FTC's broadcasting monitoring office. He succeeds the unit's first chief, Harold Scott, who was reassigned to the FTC's Small Business division.

Actually Mr. Sweeney has been acting chief of the radio-tv unit since September.

The first evidence of the dynamism of the new radio-tv chief was contained in the same announcement that reported his appointment: A stepped up drive against questionable advertising on the air, using the more than 350 professional staff members of the FTC. These are being asked to feed Mr. Sweeney and his staff (of four) tips on possible violations as they listen and view radio and tv in their own homes or elsewhere.

The radio-tv monitoring group was activated in 1956, following an outcry against "deceptive" advertising on the air. This came most heavily from members of Congress. Earlier this year the unit installed broadcast receiving equipment and recording apparatus to help it in its function of screening the commercial content of broadcasting [GOVERNMENT, April 14].

Mr. Sweeney thinks the broadcast industry and the FTC can work closer together than ever before. This is predicated on the FTC's issuance during the last few months of advertising guides on a variety of subjects (tires, pricing, cigarettes).

"With these guides broadcasters can do a much better job of policing copy," Mr. Sweeney observed the other day in an interview with BROADCASTING. "I'm sure radio and tv broadcasters want to help keep the good name of advertising clean, and these guides are established for that very purpose."

NEW RADIO-TV CHIEF: *FTC has a Sweeney to tell it to.*

What gives Mr. Sweeney his enthusiastic belief he will have aid in his new job is the reaction of industry leaders to the FTC's latest guide—on pricing.

Early in November, Harold E. Fellows, NAB president, wrote to John W. Gwynne, FTC chairman, saying:

"I am sure that the Commission can count on the full support of the broadactsing industry in its effort to encourage advertisers to comply voluntarily with the law on price advertising. Radio and television members of this Association are deeply concerned with integrity in advertising." Mr. Fellows referred to the fact that the NAB's radio and tv codes already treat the problem.

The pricing guide also received support from the American Newspaper Publishers Assn., the Advertising Federation of America, and other groups.

The announcement of Mr. Sweeney's appointment also contained notice that the more than 350 FTC professional employes (in Washington and in its field offices—located in New York, Chicago, Cleveland, Atlanta, Kansas City, New Orleans, San Francisco, Seattle) would be expected to furnish the Commission with information about questionable advertising discovered during the course of their personal viewing at home or elsewhere.

This is predicated on the assumption that FTC staffers are always on duty—"like a policeman," an FTC spokesman explained.

FTC staffers had been used for this purpose before, but it was assigned work. According to last week's interpretation, this

Streaking into first run syndication with jet-like force, CBS Films' breathtakingly dramatic visual history of the air age...

AIR POWER

documents for the first time the wonder and the excitement of man's conquest of the sky... in the most startling aerial photography ever seen on home screens. Shown on the CBS Television Network...

AIR POWER

achieved a direct hit for The Prudential Insurance Company of America, with an audience share of 38.4, averaging first in its time period throughout the season. Two years in the making, epic in scope...

AIR POWER

is produced by famed CBS News, with an original musical score by the Pulitzer Prize-winning composer Norman Dello Joio and narration by Walter Cronkite. For 26 fast-moving half-hours, contact...

CBS FILMS

"...the best film programs for all stations"

New York, Chicago, Los Angeles, Detroit, Boston, St. Louis, San Francisco, Dallas, Atlanta. Canada: S.W. Caldwell, Ltd.

Source: Nielsen

AIR FORCE

BROADCASTING
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Special Holiday Rates

ONE YEAR SUBSCRIPTION
52 WEEKLY ISSUES—$7.00
EACH ADDITIONAL GIFT—$6.00

Please send 52 issues of BROADCASTING as my gift to:

1 **$7.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
Sign gift card _____

2 **$13.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
Sign gift card _____

3 **$19.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
Sign gift card _____

4 **$25.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
Sign gift card _____

additional subscriptions may be listed separately at $5.00

all orders will be checked, in the event of duplication you will be notified immediately

MAIL TODAY!

☐ **I enclose $** ☐ **please bill**

name _____
street & number _____
city _____ zone _____ state _____

● **BROADCASTING Subscription Department • 1735 DeSales St., Washington 6, D. C.**

will be, henceforth, part of their daily work.

Before the establishment of the radio-tv unit, FTC guardians screened commercials through continuity scripts. The FTC requests non-affiliated, independent radio and tv stations to furnish commercial scripts four times a year; networks furnish this information each month. The radio-tv unit also scrutinizes newspaper and magazine ads.

With the establishment of the radio-tv "listening-watching post," the FTC found it could not only read the copy, but could catch the voice inflections and the nuances implied through gestures and mannerisms through on-the-air checks. This is done by requesting from Washington stations film clips of commercials which have come under scrutiny. If the Washington stations do not have this, FTC requests the clip from other stations elsewhere in the country.

The greying but athletically trim Mr. Sweeney was born in Michigan in 1908, but was raised in Toledo, Ohio. He came to Washington in 1930, working as a clerk in the FBI and studying law at night. He received an LL.B. in 1935 from George Washington U., and an M.P.L. and LL.M from National U., in 1939. He joined the FTC in May 1935. From 1938 to 1950 he was with the Bureau of Stipulations. Beginning in 1950 he was assistant chief of the Bureau of Investigation, and in 1954 he was made a project attorney specializing in food and drug cases.

Mr. Sweeney served in the Coast Guard during World War II, returning to civilian life as a commander. Most of his Coast Guard service was in the Pacific. He is president of the Coast Guard Chapter, Reserve Officers Assn. He is married to the former Elizabeth Klar of Indiana, has two daughters and four grandchildren. The Sweeneys live in Arlington, Va.

WJMR-TV Asks to Use Ch. 13 At Close of Ch. 12 Experiment

WJMR-TV New Orleans, ch. 20 outlet which has been ordered to cease its experimental operation on ch. 12 by next Jan. 1, asked the FCC last week for special temporary authorization to operate on ch. 13 until the contest for that frequency in Biloxi, Miss., is resolved.

The FCC canceled WJMR-TV's experimental operation on ch. 12, on which it duplicates the programs of its assigned ch. 20 [GOVERNMENT, Nov. 3], after an FCC hearing required by an appeals court mandate [GOVERNMENT, May 26]. The court had heeded a claim by WJTV (TV) Jackson, Miss. (ch. 12), that WJMR-TV was not proposing a bona fide experiment.

The Commission's award of ch. 13 in Biloxi (less than 100 miles from New Orleans) to Radio Associates Inc. was remanded by an appeals court for partial rehearing [GOVERNMENT, Sept. 22]. WJMR-TV said last week that it appears a substantial period will elapse before the FCC decides if Radio Associates or competing WLOX Biloxi gets ch. 13 and added that if the New Orleans station is not allowed to operate on ch. 13 the "highly significant experimental aspect of the station's operation will be lost or interrupted indefinitely.

This ad ran as a full page in The Jacksonville Journal and The Florida Times-Union on November 2

THANK YOU JACKSONVILLE!

In one short month you've put

WMBR FIRST

in radio audience!

according to studies made by the Market Research Dept. of the Western Union Telegraph Co. in September and October 1958

Here's why we're 23% ahead* of our nearest competitor!

★ WMBR has Florida's most complete radio news bureau ... geared to bring you all the local news *when it happens* plus up-to-the-minute world news from the global facilities of the Columbia Broadcasting System.

★ WMBR has Jacksonville's best team of announcers. Hear the Harper Boys—Jimmy in the morning, Tommy in the afternoon—Rick Hollister at night—Jack Mock at midday and on weekends.

★ WMBR is the only Jacksonville radio station with the courage to express opinions on local issues.

★ WMBR has Jacksonville's best cash-awarding, fun-filled games and contests. You can win from $50 to $1000 from "WMBR Dollars"!

★ WMBR brings you Jacksonville's best football coverage—including games of the University of Florida, Florida State University, Georgia Tech and the professional National Football League games of the Washington Redskins!

★ WMBR brings you the best in radio entertainment ... all the exciting adventures, thrilling dramas and sparkling variety shows presented by the CBS radio network.

Here are the voices of WMBR

as shown above, left to right

DON SMITH
WMBR News Director

LARRY PATRICK
WMBR News Editor

ARTHUR GODFREY
Mon. thru Fri. 10 to 11 AM

TOM LOGUE
WMBR Editorial Research Director

ROBERT G. LEWIS
Mon. thru Fri. 8 to 8:30 PM

CHARLES SCHON
WMBR Newscaster

DOUG EDWARDS
Mon. thru Fri. 7:35 PM

DICK STRATTON
WMBR Sports Director

PAUL MILLS
WMBR Newscaster

LOWELL THOMAS
Mon. thru Fri. 6:45 to 7 PM

JIMMIE HARPER
Mon. thru Sat. 6 to 10 AM

EDWARD R. MURROW
Mon. thru Fri. 7:45 to 8 PM

JACK MOCK
Mon. thru Fri. 11:05 to 12 Noon

TOMMY HARPER
Mon. thru Fri. 3:30 to 6 PM

ROBERT TROUT
Sundays 10 AM, 12 Noon, 5 PM

RICK HOLLISTER
Mon. thru Sat. 8:35 to 10:45 PM

Starting January 1

WMBR radio will be represented nationally by

JOHN BLAIR & COMPANY

KSO Audience and Billing Figures are easy on the eye.

Latest Pulse shows the spectacular swing of audiences to KSO . . . tells why advertisers, national and local, have boosted KSO gross billing a sensational 90% in the past 4 months.

Mornings!
KSO is up 47% from 6:00 AM till noon.

Afternoons!
KSO is up 23% from noon to 6:00 PM.

The Don Bell Shows!
Bell-loving Iowa has upped his audience a mammoth 150%.

Tote up the whole day!
Fully 40% more men, women and teenagers are spending their listening hours with KSO. And we're handing over this ever-booming audience to our ever-happy advertisers at lowest CPM in KSO history — as low as $.73 per Mmmmmm.

THAT'S WHY IN DES MOINES IT'S

KSO

RADIO ON THE **GO!**

PHONE TONY MOE AT KSO
or contact **H-R** REPS

LARRY BENTSON, President · TONY MOE, Vice-Pres.-Gen. Mgr. · JOE FLOYD, Vice-Pres.

Ready War News Pool Asked by Bartholomew

Creation by the armed services, broadcasters and the press of a reserve corps of war correspondents ready to go into action at the outbreak of any future major war was proposed last week by Frank H. Bartholomew, president of United Press International.

Mr. Bartholomew, who had just returned from visits of several days each with the Strategic Air Command and aboard an aircraft carrier at sea, made his suggestion in off-the-cuff remarks during an address to the annual conference of Navy public information offices in Washington last Monday (Dec. 1).

Correspondents in such a pool would be kept abreast by the armed services on new developments in rapidly-changing weapons of war and fighting techniques. The correspondents, in turn, would keep the services informed on the requirements of the various media for quick and effective coverage of warfare.

Mr. Bartholomew said he feels newsmen would be completely unprepared if the U.S. suddenly found itself in a conflict. He thought public information officers of the armed services must meet the demands of all news media—radio-tv, wire news services, newspapers, magazines and newsreel—for speed and accuracy; that news media must be able to depend on the accuracy of news announcements from the beginning and in follow-ups. The military must also meet the demands of news media for speed since this is an essential requirement of their production or transmission function, he said.

He said such a corps of war correspondents—fully accredited by the military and the various news media—should be subject to voluntary policing to weed out non-eligible or fringe reporters not directly or seriously concerned with reporting the events involved. He suggested a system of courses or study sessions to instruct correspondents on new methods and machines, adding that, in return, correspondents with previous war experience could teach the military much about how to deal with news media.

Mr. Bartholomew also said the armed services must end the practice of withholding "bad news," which should be released as quickly as possible and the file thus closed on it sooner. He also urged the Navy public information officers to cut down on the flood of prepared news "handouts" and to get their commanding officers to hold more news conferences.

FCC Wants Uhf Curbs Kept

The FCC has proposed to continue until Dec. 31, 1960, the present restrictions on radiation from uhf television receivers to 1,000 uv/m at 100 ft. More stringent limitations, 500 uv/m at 100 ft., were due to go into effect Dec. 31 this year, but a one-year extension was requested by Electronic Industries Assn. FCC asked for comments on this proposed rule-making by Dec. 11. It also cautioned that radiation from vhf receivers continues to be 500 uv/m at 100 ft.

NINE'S A CROWD

When conflicting applications are filed with the FCC a hearing is held. When nine conflicting applications are filed a big hearing is held. The Commission has announced such a hearing on various am requests in California. The applicants and their applications:

Gralla and Gralla, Tujunga, for a new outlet on 840 kc, 250 w, day; KIEV Glendale, which wants a power boost from 250 w to 10 kw, remaining on 870 kc, day; South Coast Broadcasting Co., Laguna Beach, for a new station on 890 kc, 1 kw, day; Southland Communications Co., Anaheim, for 900 kc with 250 w, directional antenna, day; J.J. Flanigan, Fontana, for 830 kc, 1 kw, day; Gordon A. Rogers, Colton, for 860 kc, 5 kw, directional antenna, day; San Luis Rey Broadcasting Co., Newport Beach, for 820 kc, 500 w, directional antenna, day; Upland Broadcasting Co., Upland, for 900 kc, 250 w, directional antenna, day, and Robert Burdette & Assoc., West Covina, for 900 kc, 500 w, directional antenna, day.

Set Stereophonic Standards, Philco Corp. Asks Commission

Philco Corp last week asked the FCC to begin rulemaking aimed at adopting stereophonic transmission standards for "compatible" am broadcasting. The set-making firm offered for adoption its own proposed standard, together with a description of modulator systems is has used in lab tests with regular (monophonic) am sets, stereo am sets and a miniature stereo transmitter.

Philco, which owns no broadcast stations, said its system is now ready for field testing and that it will cooperate with any am broadcast station or the FCC engineering staff to that end. Philco said it also will be glad to cooperate with the proposed National Stereo Radio Committee, (see page 74).

The Philadelphia firm asked the FCC to indicate specific technical data it would require for consideration of the Philco petition for a field test and whether stations need additional licenses to carry out such a test.

Philco said stereo receivers are relatively simple to construct to produce "full subjective stereophonic effects," while they retain the advantage of dual speaker presentment of monophonic broadcasts. During stereo broadcasts, present monophonic receivers would perform without noticeable difference as to sensitivity, distortion, signal-to-noise ratio and fidelity, and would not lose "any of the information present in either track of the stereo signal," Philco added.

The FCC has received no proposals for rulemaking on stereophonic am broadcast standards. Harkins Radio Inc. last April asked for rulemaking to set up standards for fm multiplexing to achieve stereo broadcasts [GOVERNMENT, April 28]. Stereo broadcasting on fm is covered in the FCC's inquiry into the possibility of additional uses of fm multiplexing [AT DEADLINE, July 7].

CBS Foundation Inc. News and Public Affairs Fellowships for 1959-1960

CBS Foundation Inc. has established at Columbia University in New York a group of one-year CBS Foundation Fellowships, for eligible persons engaged in news and public affairs in the radio and television field. The Fellows will have all University expenses paid and in addition will receive a stipend designed to cover living and other necessary costs during the fellowship year. Eight fellowships are offered for 1959-1960.

Purpose of the Fellowships

CBS Foundation Inc. has established the fellowships to offer a year of study for men and women engaged in Radio-TV news and public affairs who show promise of greater development and who seem most likely to benefit from the study year provided.

The fellowships make it possible for a holder to pursue credit or non-credit courses of his own choosing from the wide curriculum of Columbia University. The courses chosen should be those which, in the opinion of the Fellow and with the advice of a University representative, can contribute most advantageously to a broadening and strengthening of his background for continued work in news and public affairs. The courses would not, therefore, be limited to any general field; they might range across such varied fields as diplomatic history, economics, modern languages, Far Eastern affairs, political science, labor relations, nuclear science, etc.

In addition to the study program, CBS Foundation Fellows will meet from time to time as a group to hear invited speakers on subjects related to the news and public affairs field and to discuss these subjects with them; and they will be invited from time to time to observe and discuss news and public affairs programs and techniques at CBS Radio and CBS Television offices and studios in New York.

The Fellowship Year

While Fellows will be expected to meet the attendance standards of the courses in which they enroll, no final examination or paper or report will be required. The year is intended to be one in which promising people can, through detachment from their routine work, find both formal and informal opportunities to build up their knowledge of particular subjects and, at the same time, increase their understanding of the potentialities of radio and television for news and public affairs programming.

The third series of fellowships, for the academic year 1959-1960, will start in September 1959.

Address request for an application or other correspondence to:

WILLIAM C. ACKERMAN
Executive Director, CBS Foundation Inc.
485 Madison Avenue, New York 22, N. Y.

Applications must be received not later than February 2, 1959. The Selecting Committee will announce its selections about March 16, 1959.

Requirements for Applicants

1. Qualification in one of the following categories:
   A. News and public affairs staff employes of (1) CBS News, (2) the seven CBS-owned radio stations, (3) the six CBS-owned television stations, (4) the 206 U. S. stations affiliated with CBS Radio, but not owned by it, and (5) the 200 U. S. stations affiliated with the CBS Television Network, but not owned by it.
   B. Regular members of the staffs of non-commercial radio and television stations licensed to colleges and universities who are engaged for a substantial portion of their time in news and public affairs programs.
   C. Teachers of courses in radio and television news and public affairs techniques at colleges and universities.

   An applicant must be fully employed in one of Categories A, B and C, and must have sufficient full-time experience in the field to indicate ability and promise of greater development.
2. A statement by the applicant's employer promising the applicant his present job, or an equivalent job, at the end of the fellowship year.
3. A statement covering the applicant's personal history; educational background; experience in news and public affairs; and the studies the applicant desires to pursue and the relation of these studies to work performed or contemplated.

The Selecting Committee *(for 1959-1960)*

On Behalf of the Public:

LEWIS W. DOUGLAS, *former American Ambassador to Great Britain; former Member of Congress and Director of the Budget; former Principal, McGill University; Chairman of the Board, Mutual Life Insurance Company of New York.*

JOSEPH E. JOHNSON, *President, Carnegie Endowment for International Peace; former Professor of History, Williams College; former officer of U. S. Department of State and adviser to U. S. delegations to the U. N.*

BYRON PRICE, *former Executive News Editor, Associated Press; Assistant Secretary-General, United Nations; U. S. Director of Censorship, World War II; awarded special Pulitzer citation for creation and administration of press and broadcasting wartime codes (1944).*

On Behalf of Columbia University:

DR. JOHN A. KROUT, *Vice President.*

DR. LAWTON P. G. PECKHAM, *Dean of Graduate Faculties.*

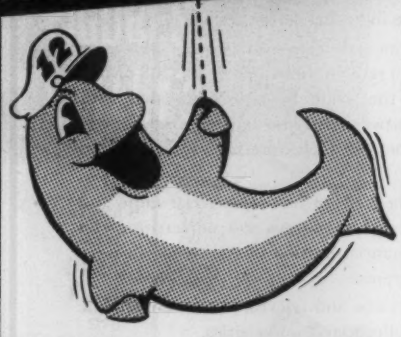
On Behalf of CBS Foundation Inc.:

SIG MICKELSON, *Vice President of CBS, Inc. and General Manager of CBS News, and a member of the Board of CBS Foundation Inc.*

EDWARD R. MURROW, *News and Public Affairs broadcaster.*

The Selecting Committee will consider, among other factors, whether the stipend offered each applicant will be sufficient to meet living and other necessary expenses to the applicant. In cases where an applicant has above-average living expenses because of the size of family or above-average travel and transportation expenses because of the distance of his city or town from New York, consideration will be given to the possibility of a special allowance. All expenses at Columbia University (including tuition and special charges in connection with the fellowship program) will be paid in full for each Fellow.

"JAXIE" SAYS,
"YOUR BEST
NIGHTIME MINUTES
IN JACKSONVILLE
ARE ON WFGA-TV"



You'll find a lineup of top shows to use in sending your sales message into the booming North Florida-South Georgia television area. This rich $1½ billion market is ready and receptive . . . so move in with minutes on:

★ RESCUE EIGHT—Mondays —7:30 to 8:00 PM

★ HONEYMOONERS—Tuesdays—10:30 to 11:00 PM

★ FLIGHT—Fridays—7:00 to 7:30 PM

Reach deep for results and reach for WFGA-TV. It's your best buy in the Jacksonville Metropolitan Market.

For further information on one minute availabilities, call Ralph Nimmons in Jacksonville at ELgin 6-3381 or contact your nearest P.G.W. "Colonel".

BASIC NBC AND SELECTED ABC PROGRAMMING

Represented nationally by Peters, Griffin, Woodward, Inc.

WFGA-TV
Channel 12
Jacksonville, Florida

FLORIDA'S COLORFUL STATION

FORD GIVES ABC'S OF ALLOCATION

FCC Comr. Frederick W. Ford gave Houston radio-tv executives a sophisticated analysis of tv allocations last week.

In a 14-page resume of potential tv allocation moves, Mr. Ford spelled out six alternatives—but emphasized that he had no recommendations to make.

COMR. FORD

The speech was scheduled to be delivered to the Houston Radio-Tv Executives Assn. Friday night.

Mr. Ford set out four standards for tv allocations:

• Allocation should be in a continuous band, or as nearly continuous as possible.

• Ratio of the highest channel to the lowest should be as low as possible. A 3 to 1 ratio would be desirable. The lower the ratio the lower the cost and complexity of tv receiver design.

• Frequencies should exhibit as nearly the same propagation characteristics as possible.

• Total number of channels should be adequate to provide a nationwide competitive tv service.

Among the alternatives, Mr. Ford seemed to be most sympathetic to a tv allocation which would run from 174 mc to 474 mc. This would start at what is now ch. 7 and run continuously for 300 mc, allowing for 50 channels. This is 25 channels more than the same plan recommended by Comr. T.A.M. Craven last spring [LEAD STORY, June 2].

The area above what is now the top of ch. 13 (216 mc) is mostly assigned to government service. It also contains aeronautical navigation aids, amateur bands, meteorological aids and even a small broadcast remote pickup band.

Mr. Ford warned, however, that until government officials agreed that this area of the radio spectrum was not required for national defense, there was no use speculating as to its possible use. He also stressed that any conversion would have to be over a transition period long enough to permit amortization of existing equipment as well as the establishment of government services in new spectrum space.

In 1956 the then Office of Defense Mobilization told the FCC that these government frequencies, as well as others in the vhf band, could not be released because of "national security requirements and the needs of air navigation and air communications . . ." This was the result of a special interdepartmental study [AT DEADLINE, April 16, 1956].

What Mr. Ford likes about the 174-474 mc band is that it is "feasible." It would have less impact on other uses of radio, he said. The plan also would provide an "adequate number of channels for a nationwide, competitive tv service," he added.

Deintermixture, Mr. Ford said, has not had the result that was anticipated. Furthermore, Mr. Ford added, deintermixture "would leave us with two different tv services . . ." with the choice of which system in a community determined more by geography than by normal standards of public interest.

In discussing other possible moves, Mr. Ford listed such obstacles as expense to both the public and the broadcasters as well as to users of other services now occupying the potential spectrum areas; requirement to secure international agreements to make the changes, and complexities of receiver design where the bands are not contiguous.

The plan suggested by Comr. Craven recommended, on a long-range basis, the establishment of a continuous tv band running from 174 mc to 324 mc. This would permit the allocation of 25 tv channels.

At the present time the Commission has staff studies underway on various tv allocations plans. By the end of this year, but more likely early in 1959, the results of the Television Allocations Study Organization should be available. TASO was set up two years ago to research propagation and other characteristics of the vhf and uhf tv bands for submission to the FCC.

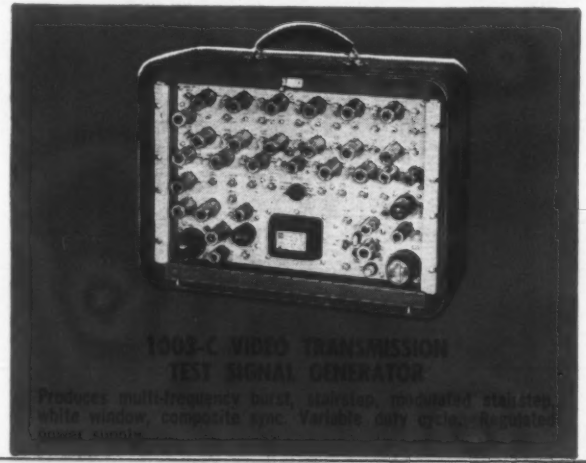
WMBV-TV Says Changes Asked Are Matter of 'Life and Death'

WMBV-TV Marinette, Wis., last week asked the FCC to expedite consideration of and decision in the station's application for site relocation and increased antenna height and transmitter power because "life and death" of the station "is at stake." The WMBV-TV application was set for hearing after objections to the changes by WFRV-TV Green Bay. The record was closed by the examiner Nov. 20 after a 2½-day hearing.

At the same time last week, WMBV-TV protested and asked reconsideration of the Commission's renewal of WFRV-TV's license on Nov. 25. WMBV-TV charged WFRV-TV submitted incorrect material in the hearing on the WMBV-TV change, abused administrative processes and interfered with contractual relations between WMBV-TV and NBC-TV, with the result that the Green Bay station wooed away the Marinette outlet's affiliated network.

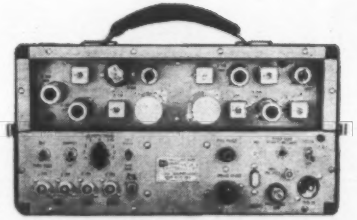
WMBV-TV said its proposed increased coverage was indispensable to retaining its network affiliation and that WFRV-TV's prime aim in the hearing was to cause NBC-TV's disaffiliation with the Marinette station. WMBV-TV said NBC-TV notified it on Nov. 25 that it would switch affiliation to WFRV-TV next June 1.

The Marinette outlet said it has lost over $175,000 already; that two-thirds of its revenues can be expected to start "drying up" when it loses NBC-TV affiliation, and that the station will have to severely curtail or cease its operations.



1003-C VIDEO TRANSMISSION TEST SIGNAL GENERATOR

Produces multi-frequency burst, stairstep, modulated stairstep, white window, composite sync. Variable duty cycle. Regulated power supply.



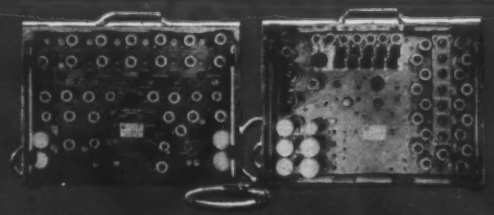
1004-B VIDEO TRANSMISSION TEST SIGNAL RECEIVER

Very rapid and accurate measurements of differential phase and differential gain characteristics of video facilities. Responds to standard stairstep test signal modulated with 3.58 mc.

VIDEO TRANSMISSION TEST EQUIPMENT

In Daily Use by Major Networks, Stations, and Long Lines Carriers

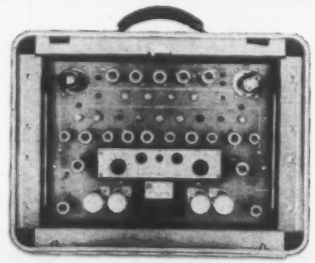
ALL UNITS AVAILABLE IN CARRYING CASE OR 12¼" STANDARD RACK MOUNTING



1005-A VIDEO TRANSMISSION TEST SET

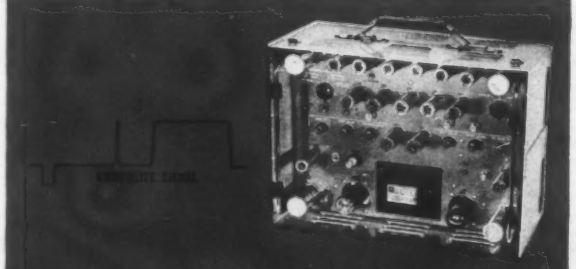
1005-A1 — Produces composite television waveforms suitable for measuring amplitude vs. frequency, differential gain vs. amplitude, dynamic linearity, differential phase vs. amplitude, high and low frequency transient response, low frequency transient response, low frequency phase or streaking, smears, microtachers, and other distortions in television circuits.

1005-A2 — Supplies composite EIA Sync, blanking, Horizontal and Vertical drive signals and regulated B + power for 1005-A1 and 1005-A3. Features magnetic core binary counters.



1008-A VERTICAL INTERVAL KEYER

Permits test and control signals to be transmitted simultaneously with program material, between frames of TV picture. Any test signal (multiburst, stairstep, color bar, etc.) may be added to the composite program signal. Test signals are always present for checking transmission conditions without impairing picture quality. The home viewer is not aware of their presence.



1073-CR SBI²—SQUARE WAVE GENERATOR

Produces new waveform for testing TV or other pulse and video system for amplitude and phase characteristics. Sin²-Square Wave pulse is equivalent to TV camera signal and is more easily tested than a Square Wave for indicating ringing. Video test signal adjustable for 1 Volt p-p or 2.24 volts peak to peak. Many in use by major TV networks and long lines carriers.

AT THE FRONTIERS OF ELECTRONICS
COLOR TV · INDUSTRIAL INSTRUMENTATION · TELEMETRY

TELECHROME MANUFACTURING CORP.

Full Specifications & Details Available on Request

TELECHROME MANUFACTURING CORP.

28 RANICK DRIVE AMITYVILLE, N. Y. Cable Address: COLORTV — TWX: AMITYVILLE NY2314

Midwest Engineering Division — 106 W. St. Charles Rd., Lombard, Ill., MAyfair 7-6026 Western Engineering Division — 13635 Victory Blvd., Van Nuys, Calif., State 2-7479

FCC Defends Microwave Stand Before U.S. Court of Appeals

The FCC defended its policy of withholding action on grants of microwave relay facilities for community antenna systems in argument last week (Dec. 1) before the U.S. Court of Appeals for the District of Columbia, saying the Commission shouldn't be forced to decide "in 15 or 20" individual cases what is encompassed in its current study of secondary types of television announced last May 22 [GOVERNMENT, May 26].

Counsel explained the Commission position in answer to appeals to the court by six common carriers whose applications for microwave facilities to feed CATV systems have been held up pending the FCC study [GOVERNMENT, Oct. 27, 20]. The common carriers said the FCC has no right to freeze the applications and should either grant them or designate them for hearing. They charged that the Commission did not start its inquiry proceeding until forced to do so by indications the Senate Commerce Committee might start one of its own.

The argument was held before Judges E. Barrett Prettyman, presiding, and David L. Brazelon and George T. Washington.

FCC explained its May 22 notice of inquiry "looks toward" rulemaking. The study covers among other things the impact of CATV, tv boosters, repeaters and satellites on regular tv broadcast stations.

Intervenors supporting the FCC position included KLIX-TV Twin Falls, Idaho; KLTV (TV) Tyler, Tex.; WCTV (TV) Thomasville, Ga.; KGNS-TV Laredo, Tex., and KWRB-TV Riverton, Wyo.

Asking the court to require the FCC to grant the microwave applications or set them for hearing were Mesa Microwave Inc., which seeks links to serve CATV systems in Laredo, Tallahassee, Fla., and Fort Myers-Naples, Fla.; Carter Mountain Transmission Corp., Cody, Wyo.; East Texas Transmission Co., Tyler, Tex.; Idaho Microwave Inc., Twin Falls, Idaho; New York Penn Microwave Corp., Corning, N.Y., and Valley Microwave Inc., Florence, Ala.

WCHU (TV), WTVP (TV) Intervene In Terre Haute Ch. 10 Hearing

Two uhf stations which are fearful of more vhf competition were allowed to intervene in the ch. 10 case at Terre Haute, Ind., by Chief Hearing Examiner James D. Cunningham last week. The two are WCHU (TV) Champaign-Urbana (ch. 33) and WTVP (TV) Decatur (ch. 17), both in nearby Illinois.

In the case, WTHI-TV Terre Haute occupies ch. 10, but has applied for ch. 2 there, in competition with Illiana Telecasting Corp. Livesay Broadcasting Co., meanwhile, has applied for WTHI-TV's ch. 10 and the FCC has ordered that WTHI-TV submit its ch. 10 license for renewal in consolidation with the Livesay application [GOVERNMENT, Sept. 22].

FCC Denies WMBO-AM-FM Plea In Consolidated Hearing Order

The FCC last week denied a petition filed by WMBO-AM-FM Auburn, N.Y. [GOVERNMENT, Aug. 18], asking reconsideration of Commission action ordering the am-fm operation to submit its license for renewal. The FCC has ordered a consolidated proceeding which includes hearing on the May 22 grant of a new am station in Auburn to Herbert P. Michels.

WMBO-AM-FM had asked the FCC to reconsider the new am grant on grounds that the Auburn area could not support two stations economically. The FCC on July 30 [GOVERNMENT, Aug. 4] ordered a hearing of the new grant (WAUB), but in the same action ordered existing WMBO-AM-FM to submit its licenses for renewal in the same proceeding.

The FCC's 4-3 split decision on July 30 cited the controversial "Carroll case" in which the U.S. Court of Appeals for the District of Columbia found that the public interest must be weighed in cases involving economic injury to a broadcast station [LEAD STORY, July 14]. Thus, reasoned the Commission majority, the FCC should determine, in view of the economic injury question, whether existing WMBO-AM-FM or the new WAUB is better qualified to serve the public interest if the Commission finds that both are not likely to survive in Auburn.

In the July 30 decision, Comrs. Rosel H. Hyde, Robert E. Lee and John S. Cross dissented, because, it was understood, they felt that forcing WMBO-AM-FM into a comparative hearing with the proposed WAUB constituted uncalled-for harassment of an existing licensee.

Holding to this viewpoint in last week's decision were Comrs. Hyde and Cross. Comr. Lee was absent.

The FCC's action of July 30 was looked upon at the time as an implicit warning to existing stations to take care how they use the economic injury "weapon," lest they find their own licenses called up for renewal. The FCC has notified the solicitor general that it intends to appeal the Carroll case to the U.S. Supreme Court.

The licenses for WMBO-AM-FM normally would expire June 1, 1960.

Access Champion Loses Election

Virtually lost from sight in the Democrats' Nov. 4 national election sweep was the fate of Judge Saul I. Rabb, staunch Republican opponent of Canon 35 restrictions on radio-tv courtroom coverage. He was to have heard the Forrest Teel murder trial in Indianapolis, promising free broadcast access [STATIONS, Oct. 27], but lost in re-election bid for judgeship of Marion Criminal Court Div. 2 in Indiana Democrat blitz to Thomas J. Faulconer Jr. WIBC reported last week, after an exclusive interview, that Judge Faulconer also favors unlimited radio-tv-photographic coverage "within bounds of propriety." He noted thousands of people would be denied access to a public trial because of employment and small courtroom facilities.

In the Syracuse Market

WSYR's COVERAGE EQUALS THAT OF NEXT TWO STATIONS*

The amazing coverage superiority of WSYR is illustrated by these facts:

- It reaches 80% more homes than the No. 2 station in Syracuse.
- Its weekly circulation is as great as that of stations 2 and 3 combined!

That's probably because WSYR attracts the *adult, able-to-buy* audience by high quality programming in all major areas of entertainment and public service.

NBC in Central New York

*Nielsen Coverage Service No. 2

WSYR

Represented Nationally by HENRY I. CHRISTAL CO

5 KW • SYRACUSE, N. Y. • 570 KC

11th HOUR APPEAL BY NETWORKS ON '60 CONVENTION SITE MAY WORK

- **Mickelson persuades Democrats to postpone site choice**
- **Networks given good chance to get cooperation by GOP**

They said it couldn't be done.

But Thursday and Friday (Dec. 4-5) of last week, the radio-tv networks were successful in engineering a meeting-of-the-minds between the Democratic and Republican Parties. Goal: A common convention site for the politicos' 1960 summer nominating sessions.

MR. MICKELSON

Speaking for all networks—and with the hectic and costly 1956 Chicago-to-San Francisco network airlift in mind—Sig Mickelson, vice president in charge of CBS News, persuaded the Democrats to postpone a scheduled Saturday selection of a 1960 convention site and appoint a committee to meet with the GOP and news media. Mr. Mickelson made the surprise request at the close of an appearance to outline radio-tv's convention facility and space requirements before the Democratic Site Committee, meeting in Washington.

Immediately after the broadcasting request, the Democratic committee went into executive session. Later that same evening, National Chairman Paul Butler informed Mr. Mickelson the site committee had agreed to postpone making a recommendation to the National Committee "for a few days" and would appoint a special committee to meet with the Republicans on a possible joint site.

After appearing before the Democrats, Mr. Mickelson made the same request, via telephone, of Meade Alcorn, Republican national chairman. The GOP head, early Friday morning, agreed to the meeting with the Democrats and the networks and announced a Republican committee for this express purpose would be appointed.

Mr. Mickelson said the meeting will be held in Washington Tuesday afternoon, with the exact time and place to be announced later. Mr. Mickelson again will take the forefront on behalf of radio-tv at the Tuesday session, but other network executives and representatives of print media will be invited to participate. Print, like the networks, favored a common convention city in brief appearances before the Democrats Thursday.

The 1956 Democratic convention closed in Chicago at 11 p.m., Friday, Aug. 17, while the Republicans opened in San Francisco, an airline distance of 1,800 miles, the following Monday. The mass airlift of equipment and personnel cost CBS alone "a quarter of a million dollars," Mr. Mickelson told the eight-member Democratic Site Committee. Figures of NBC and ABC were comparable, he said. As head of CBS News, Mr. Mickelson had overall supervision in arranging that network's coverage of the 1956 conventions.

"I would hope that something could be done" in arranging a common site, the CBS vice president stated, telling the committee members the networks would take the initiative in arranging and promoting a Democratic-GOP meeting.

Prior to Mr. Mickelson's request for a Democratic committee to meet with the Republicans, Mr. Butler told the news media representatives of unsuccessful efforts to meet with the GOP to discuss a common convention site. "We have made all reasonable efforts to negotiate . . ." a meeting, he said.

Seven cities are bidding for the 1960 conventions and all made presentations to the Democrats last week in Washington Sheraton Park Hotel. San Francisco and Los Angeles made Thursday pitches, while New York, Chicago, Atlantic City, Philadelphia and Miami Beach appeared Friday.

Mr. Mickelson pointed up the increased video coverage that would be available for the 1960 conventions—raising more than mild interest from the tv-conscious politicos. There will be 463 interconnected cities (63 more than in 1956) and an additional 9.8 million tv homes in 1960, he said.

As for individual cities under consideration, the radio-tv spokesman stressed the networks would prefer a city in which they already have regular originations—New York, Chicago and Los Angeles meet this requirement. "If you get out of these network cities, our costs go up and our efficiency diminishes," he said.

San Francisco would present a "slight problem" with the availability of telephone lines, while Philadelphia would present a union problem because of the lack of first class hotel facilities, Mr. Mickelson stated. He pointed out Miami Beach and Atlantic City, if chosen as convention sites, would present "tremendous problems" because neither city has regularly maintained outgoing coaxial cables. Atlantic City does not even have a local tv station, he said.

"Miami [as a possible site] really scares us to death . . ." and would require "terribly difficult, costly installations," Mr. Mickelson said, completely ruling out that city for networks purposes. He had this to say about Chicago and New York, respectively: "The Hilton Hotel is almost perfect for our purposes. . . . That's a side-bit of information." "New York we would like very much to stay in because it would cut down our costs."

Mr. Mickelson stressed the role videotape is expected to play in coverage of the 1960 conventions. He said the networks hoped to put portions of the conventions on tape for later telecast. He recommended, as did the other news media spokesmen, that the conventions be held one week apart so that advance news from the second convention will not be overshadowed by floor proceedings of the first.

Radio-tv will require a minimum of 50,000 sq. ft. of floor space in the convention auditorium. This space is "absolutely essential," Mr. Mickelson said, and must be in one, contiguous area. Another requirement that "simply cannot be reduced," he stressed, is 8,030 sq. ft. for each tv network.

On hotel space, Mr. Mickelson said CBS had 325 working personnel at the 1956 Democratic convention in Chicago and required 220 hotel rooms. The requirements of ABC and NBC are identical, he said. Access will be required to the hotel space two weeks prior to the convention, Mr. Mickelson said, while the convention hall radio-tv working area will be needed six weeks in advance. This is necessary because of special equipment which must be constructed and/or installed.

The politicians were highly interested in their 1956 ratings and queried Mr. Mickelson on this point and a chart which showed daily ratings of the Chicago convention. Mr. Butler noted the size of the tv audience was a prime consideration in slotting 1956 nominee. Adlai Stevenson's acceptance speech for the close of the convention. One committee member asked if location of the convention in certain time zones would increase the tv audience.

Joseph McCaffrey, speaking for the Congressional Radio-Tv Galleries, said that 1,100 independent and 1,200 network personnel were accredited for the 1956 convention. He also made a strong recommendation for the selection of one city for both 1960 nominating sessions. John Secondari, ABC, and George McElrath, NBC, were present during the media presentations.

J. Leonard Reinsch, executive director of the James Cox stations and Democratic radio-tv consultant, and Mr. Butler sat with the site committee. Its members include William S. Potter, Wilmington, Del.; Mrs. T. K. Kendrick, Columbus, Ga.; Camille F. Gravel Jr., Alexandria, La.; Mrs. Jean Hunter, Elko, Nev.; C. Girard Davidson, Portland, Ore.; C. L. Chase, Watertown, S. D.; Mrs. Beatrice P. Schurman, Newport, Vt., and Mrs. Nunley Snedegar, Elkins, W. Va.

The site committee originally was scheduled to submit its report to the Democratic National Committee last Saturday morning. However, with the acceptance of Mr. Mickelson's proposal on behalf of broadcasting, no site will be selected Saturday. A spokesman said the 1960 Democratic convention city probably will be picked by mail ballot soon after the proposed meeting with the Republicans.

'Dr. I. Q.' Slotted on ABC-TV

Another radio perennial is about to make its tv entrance. Starting on ABC-TV Dec. 15: *Dr. I.Q.*, which moves into Monday, 9:30-10 p.m. slot after having "tested" as an across-the-board daytime strip on KABC-TV Los Angeles. The show, which coined "I have a lady in the balcony, Doctor" phrase, ran for 20 years on radio.

WMBD

FIRST
with
HI-FI
RADIO

All day—everyday WMBD Radio broadcasts over a new 5000 watt HI-FIDELITY radio transmitter, making WMBD RADIO, "THE BEST SOUND IN TOWN". A powerful, distortion free signal for more than half million people in the 16 county Peoria trading area.

FIRST
IN MEASURED
QUARTER HOURS

WMBD's continuing leadership in the rich PEORIA market for more than 31 years is demonstrated by the fact that they are FIRST in 41 out of 72 measured quarter hours, more than all of the other Peoria stations combined. Pulse 1958.

WMBD MARKET DATA

Population	531,900
Households	165,000
Retail Sales	$725,261,750
Food Sales	$142,488,750
Drug Sales	$ 17,826,250
Effective Buying Income	$991,150,000
Income per Household	$ 6,007

EXCLUSIVE
NATIONAL REPRESENTATIVES
PETERS, GRIFFIN, WOODWARD, INC.

WMBD

KAROL: CBS TO SET RADIO STYLE

Some of the background behind the development of CBS Radio's new Program Consolidation Plan was revealed last week by network sales vice president John Karol, who predicted that in time all radio networks will have to copy it in some way.

In a speech prepared for delivery Friday (Dec. 5) to the Advertising Club of Louisville and Louisville Better Business Bureau, Mr. Karol said that under the plan advertisers can be confident for the first time in years, that their messages are "truly national, because they are being carried throughout the entire station lineup and on a fixed schedule."

His talks came as unconfirmed reports circulated that up to 100 CBS Radio employes may have to be let out of their jobs as a result of PCP, which becomes effective Jan. 5, and increased speculation as to which specific programs will be dropped and which retained, aside from those originally designated [LEAD STORY, Nov. 3].

Regarding job security, employes have been assured that management's objective is to absorb into other departments of the company those "competent" ones whose jobs will be eliminated, and that "by timing, by coordination and by cooperation throughout CBS, it is planned to keep severances at a minimum"—even to the point of postponing, where practicable, the revamping of departments until transferable employes have been relocated. Officials also have indicated that in the long run the CBS Radio Div. may have more employes than now, owing to o&o stations' needs for personnel for additional local programming. [CLOSED CIRCUIT, Nov. 24].

Mr. Karol told his Louisville audience that PCP was his network's answer to the key question in broadcasting's unrest: "How do you put the relationship between a network and its affiliates on the kind of solid, confidence-inspiring basis that insures maximum values to users of local and network radio?" He acknowledged that there hasn't been enough advertising money in radio, "as it is currently operated," to keep networks and stations financially stable, and said the plan's "basic achievement" was "to build solid, mood-sequencing program schedules to attract and hold larger audiences."

Three Guarantees • Basically, he explained, PCP (1) assures stations and listeners "that the major public affairs and special feature programming that only a network can supply will be maintained"; (2) establishes a daily schedule of five-minute newscasts on the hour, plus other news broadcasts, which are available for sale by the stations; (3) "selects the most appealing programs and personalities" from the current schedule and consolidates them into specific periods reserved for sale by the network.

These specific periods are two hours in the morning and two in the afternoon plus 75 minutes at night, Monday through Friday, and two hours in late afternoon and early evening on Sunday. Program sales outside of network time, such as Metropolitan Opera broadcasts on Saturdays, will be accepted subject to station clearance.

Mr. Karol said CBS Radio "logically led the way" in introducing this new concept because it "today is the only one with programs strong enough to warrant their use as foundation-stones in a new network radio structure. Because of our confidence in the future of network radio, we have consistently maintained program quality. In effect, we alone have continued treating our programs as products in a branded line representing an established label that we are obligated to protect."

He said PCP would permit "much more experimentation and program development," and continued:

"We think, moreover, that all radio networks are going to have to do something of this sort. For in the present condition of economic chaos in the industry, of helter-skelter programming, switching back and forth from network to local, of major clearance difficulties and unreasonable delays by local stations in putting network programs on their air—such a plan represents the surest road to the building of more confidence in network radio.

"It is our earnest belief that [PCP] represents the start of a happier day for the network, the affiliates, the advertisers and the public. We believe it shows the way to the entire medium."

NBC Stands Pat • Despite his prediction that others must eventually follow suit, the other national networks have given no indication that they plan to do so. NBC specifically has said it intends to continue "present methods of operation" [AT DEADLINE, Nov. 10].

Mr. Karol struck out at the "tonnage" concept of advertising. He called it "offensive . . . to anyone who believes in quality," and added: "A ton of baloney can be purchased very much more cheaply than a ton of sirloin steak. There are very few things, really, in which people can buy tonnage alone. CBS Radio believes that this very limited number should not include radio programming."

The network sales chief emphasized that PCP "was not network inspired" but "evolved from a proposal by representatives of our affiliates who wanted to continue as affiliates of the network. It was worked out jointly by them and overwhelmingly approved by the affiliates at their recent convention in New York."

Among existing programs which Mr. Karol said would be retained were: New York Philharmonic, world music festivals, *Face the Nation*, and Salt Lake Tabernacle Choir; at least four other public affairs programs including *Church of the Air, Capitol Cloakroom* and *Invitation to Learning;* newsworthy special events as they occur; *World News Roundup* and *World Tonight;* Arthur Godfrey, Art Linkletter, Lowell Thomas and Edward R. Murrow; seven daytime serials; *Amos 'n' Andy Music Hall, Johnny Dollar, Suspense, Gunsmoke, Sez Who?* and *Mitch Miller Variety Show*. In a switch on usual practice, he said, a tv show—*Have Gun, Will Travel*—will be adapted for in-

Anything you can do on tape you can do better on the new Presto 800

SUDDENLY problems that have plagued recording engineers for years are *gone!* Work that usually takes costly hours can be done much more efficiently—at far less cost.

THE PRESTO 800 PROFESSIONAL is one tape recorder with *all* the answers. Its single-action individualized controls mastermind each detail – deliver a higher rate of production at significantly lower operating costs.

For example: Separate switches provide correct playing tape tension even when reel sizes are mixed. Three rewind speeds are push-button selected. Cue switch allows hand-winding and cueing without fighting the brakes. Pop-up playback head shield for right-hand head disappears in STOP and FAST, completely exposing all heads for easy sweep loading and fast, sure editing. Five color-coded illuminated switches provide interlocked relay control of the five basic functions. Spring-loaded playback head can be adjusted for azimuth even with snap-on head cover in place. Safe tape handling with top speed is assured because interlocked relay control prevents accidental use of record circuit.

If you've done your share of editing, one thing is clear . . . the recorder you *have* to have is the PRESTO 800 Professional. Available in console, portable and rack-mounted models, in stereo or monaural. For facts and figures, write, or wire collect to Tom Aye, Presto Recording Corp., Paramus, New Jersey.

A subsidiary of The Siegler Corporation.
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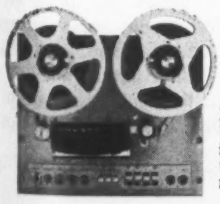
TURNTABLES • TAPE RECORDERS • DISC RECORDERS • DISCS • STYLI

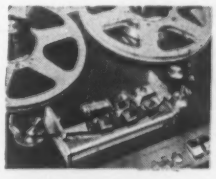


800 PROFESSIONAL EXCLUSIVE:

Edit switch allows one-hand runoff during editing and assembly of master tapes, eliminates messy tape overflow.

800 PROFESSIONAL EXCLUSIVE:

New linen-base, phenolic drum brake system features double shoes, eliminates brake maintenance headaches.



800 PROFESSIONAL EXCLUSIVE:

Four-position plug-in head assemblies offer optimum flexibility. Can be instantly interchanged without realignment.

sertion in the Sunday night adventure-mystery block.

Although not designated by Mr. Karol, other programs unofficially reported last week to be at least tentatively scheduled for retention included *Couple Next Door, Second Mrs. Burton* and *Romance of Helen Trent*, all daytime serials; Cleveland Symphony, *Whispering Streets, Sportstime, Business News*, and Eric Sevareid and Robert Trout newscasts.

Subject to change, the following were said, also unofficially, to be tentatively slated to be dropped by the network: *Nora Drake, Our Gal Sunday* and *Backstage Wife*, daytime serials; *FBI in Peace and War, Indictment, Galen Drake Show*, Peter Lind Hayes and Mary Healy (moving to ABC Radio), *Frontier Gentleman, City Hospital* and *Jazz Is My Beat.*

WWBW From ABC to Mutual

WBBW Youngstown, Ohio, will become a Mutual affiliate effective Jan. 2, 1959, it has been reported. The station currently is on ABC Radio. It's headed by John Cherpack and operates on 1240 kc with 250 w.

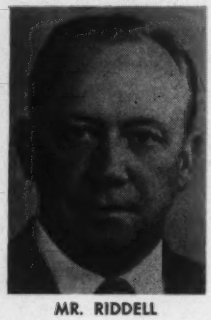
WEW Affiliates With Mutual

WEW St. Louis, owned and operated by the Barrington Co., joins Mutual Broadcasting System as an affiliate on Dec. 15, the network has announced. An independent station since it went on the air in 1921, WEW operates on 770 kc with 1 kw.

ABC Western Division To Be Headed by Riddell

James G. Riddell, executive vice president of ABC, will become chief executive officer in charge of the ABC Western Div. in February, Leonard H. Goldenson, president of parent American Broadcasting-Paramount Theatres, announced last week.

Mr. Riddell, who moved to New York and into the ABC executive vice presidency last July 1 after many years of successful operation of ABC-owned WXYZ-AM-TV Detroit, will continue as a member of the AB-PT board and a vice president of the ABC division.



MR. RIDDELL

Earl Hudson, in charge of the ABC Western Div. since ABC merged with United Paramount Theatres and became American Broadcasting-Paramount Theatres in 1953, will continue under a new five-year contract, working with Mr. Riddell in an advisory capacity and also handling special projects, Mr. Goldenson said. Mr. Hudson will continue as an ABC vice president and also as AB-PT's representative on the board of Disneyland Inc.

When the new lineup becomes effective Mr. Riddell will move to Western Div. headquarters in Hollywood. Authorities said no successor as executive vice president was contemplated.

Mr. Riddell had been associated with WXYZ (and subsequently WXYZ-TV) for about 27 years before he transferred, somewhat reluctantly, to the New York post. He started with the Detroit station in 1931 and rose through various departments to become general manager in 1946, when ABC bought it. He was named president-general manager of WXYZ Inc. in 1950 and elected to the AB-PT board last March.

WFRV-TV to Switch to NBC-TV With Expiration of ABC-TV Pact

The status of ABC-TV affiliation in the Green Bay-Marinette areas of Wisconsin was undetermined last week as WFRV-TV Green Bay announced it would terminate its affiliation with ABC-TV next year and connect with NBC-TV as a primary affiliate.

Affiliation with the latter network was announced last week by Clayton Ewing, president of owner-operator Valley Telecasting Co., and NBC-TV station relations vice president Harry Bannister. The affiliation is effective May 23, 1959. ABC-TV's affiliation contract with WFRV-TV terminates June 1, 1959. ABC-TV spokesmen said last week that no new affiliation agreement had been signed, but that the network was "talking with" WMBV-TV Marinette which presently is the NBC-TV affiliate in that area.

Secondary affiliation with CBS-TV will be maintained by WFRV-TV but general manager Soren H. Munkhof said that with WBAY-TV Green Bay "carrying practically all" CBS-TV programs, it would "seem unlikely" that WFRV-TV would carry CBS-TV shows. "What is more," he said, "NBC's heavy sponsor lineup would leave us little room for maneuvering."

Interior Protests to NBC-TV On Indian Show, Seeks Air Time

The Interior Department last week objected to NBC-TV's Nov. 16 *Kaleidoscope* on the Indian program and requested tv time to present its side.

In a letter to NBC President Robert E. Kintner, accompanied by voluminous literature on the subject, Undersecretary Elmer F. Bennett termed the tv presentation as "a serious disservice to the American Indian people and your television audience, as well as to this department." He said the show's narrator, Robert McCormick, may have been "sold a bill of goods"; that his approach to the problem "followed a pattern often espoused by a vocal, dissident element that asserts we are ogres without souls and avowed enemies of the Indians."

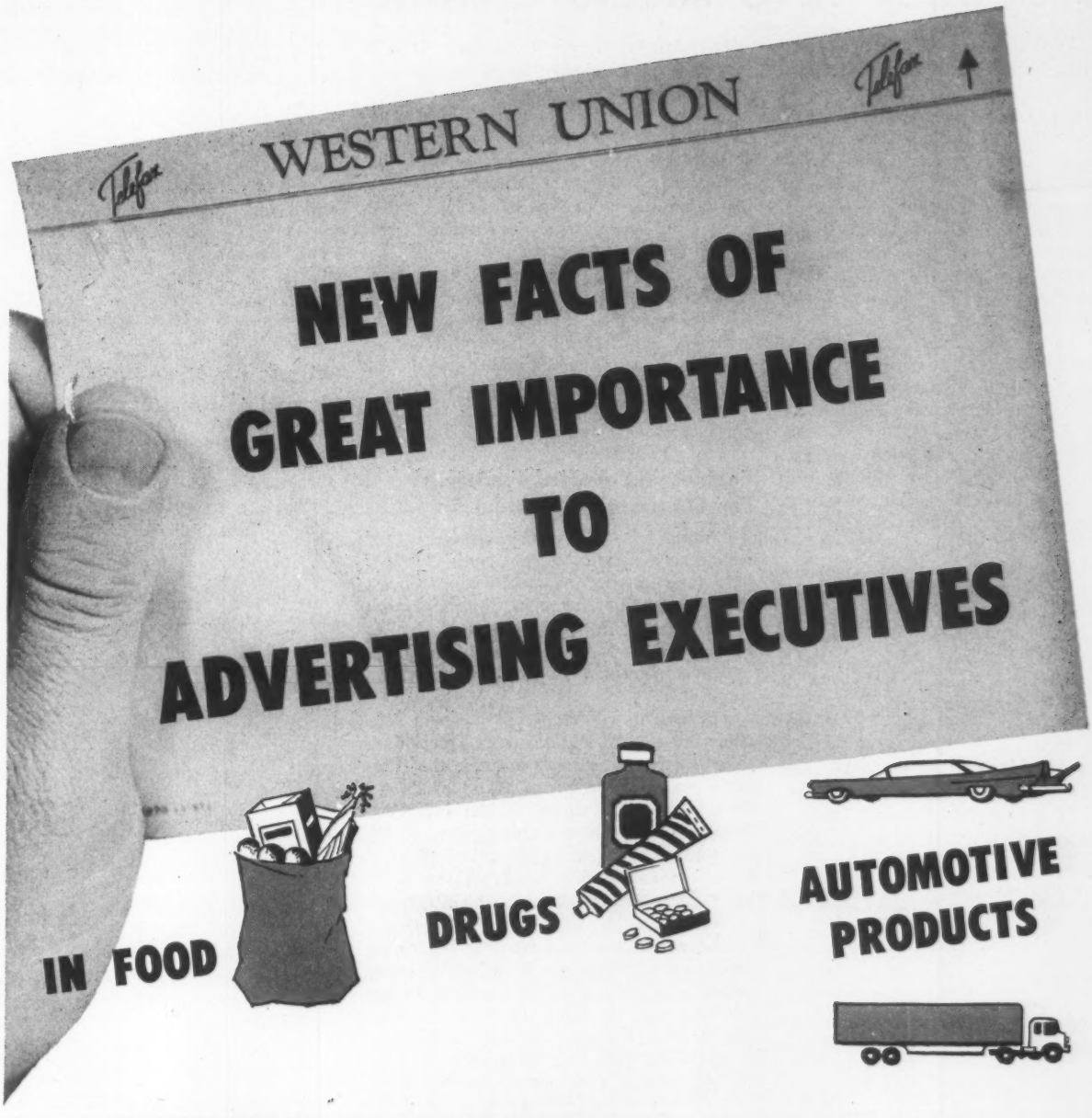
Mr. Bennett described as "wholly untrue" what he considered to be the program's thesis—"that this department seeks to separate the Indian from his land, and that sales of individual Indian allotments are a part and parcel of the termination program." He also claimed that "political overtones" were present.

NBC has received the letter and it is under consideration.

CLIMAX

Is To "Highest Point" As

KJEO-TV is to "Tops In All-family Entertainment". You'll do yourself a favor to check avails on KJEO-TV if you want to cover the BILLION DOLLAR RICH Fresno and San Joaquin Valley. Call your nearest H-R man now for information concerning KJEO-TV, the station with CONTENTED clients.



- ***MIAMI 165%*** **ABOVE NATIONAL AVERAGE**
  in retail sales per capita!
- ***MIAMI 123%*** **ABOVE NATIONAL AVERAGE**
  in food sales per capita!
- ***MIAMI 152%*** **ABOVE NATIONAL AVERAGE**
  in drug sales per capita!
- ***MIAMI 248%*** **ABOVE NATIONAL AVERAGE**
  in automotive sales per capita!

WTVJ covers this fantastic market as no other media can!

See NCS #3! See ARB! See your PGW colonel!

(data from Sales Management's November 10, 1958, "Marketing on the Move" Issue)

WTVJ
MIAMI

CBS

CHANNEL 4

Represented by:
Peters, Griffin, Woodward, Inc.

RAB BUDGET HITS MILLION MARK

A $1 million-plus budget will back Radio Advertising Bureau activities next year, President Kevin B. Sweeney told the organization's board of directors and membership meeting last week in New York.

The record budget (targeted on an annual basis of $1,002,000 at the first of the year with the hope of hitting $1,065,000 by mid-year) is $82,000 ahead of the $920,000 budget current at this time last year. It shades slightly the "just under $1 million" budget announced by Television Bureau of Advertising last month.

RAB also named a new chairman last week. Allen M. Woodall, president-general manager of WDAK Columbus, Ga., was elected to succeed retiring chairman Kenyon Brown of KGLC Miami, Okla., and other stations. Five new directors were named to the board: Paul Braden, WPFB Middletown, Ohio; John Kluge, Kluge Stations; Harold Krelstein, Plough Stations; Edwin K. Wheeler, WWJ Detroit, and Robert Wolfenden, WMEV Marion, Va. They assume seats previously held by Edward Breen, KFVD Fort Dodge, Iowa; Charles C. Caley, WMBD Peoria; William B. McGrath, WHDH Boston; Robert T. Mason, WMRN Marion, Ohio, and Adam J. Young Jr. of the Young representative firms.

Two new officers were elected for 1959, Frank P. Fogarty of WOW Omaha, replacing Mr. McGrath as secretary, and Richard D. Buckley of WNEW New York, replacing John S. Hayes of the Washington Post Broadcast Div. as treasurer. President Sweeney, Vice President-General Manager John F. Hardesty and Assistant Secretary-Treasurer William L. Morison were re-elected.

Mr. Sweeney said that one of RAB's principal activities during 1959 will be "Operation 120"—a plan to crack the decision-making echelons of that many companies which currently present a "hard-shell" to radio salesmen. The schedule calls for 10 pitches a month during the year. Another program ranking high at RAB is selection of a department store to get $64,000 from the organization for a special test of radio's effectiveness. Over 41 candidates are being considered. Still another: presentations to major industries along the lines of the recent automobile effort, with oil companies the first target.

RAB membership is on the way up, Warren Boorom, director of member service, told the meeting. He noted that 31 new members joined during November alone, bringing current membership to 883. Mr. Sweeney's report predicted the organization would hit the 900-member mark by Christmas, 1,050 by this time next year.

RETIRING *RAB board chairman Kenyon Brown (c), executive vice president of KGLC Miami, Okla., receives a certificate of achievement from his successor, Allen M. Woodall (r), president-general manager of WDAK Columbus, Ga. The presentation took place at last week's meeting conducted by Kevin B. Sweeney (l), RAB president.*

Engineering Award From NAB For Contribution to Industry

Criteria for NAB's new bronze plaque engineering award—to be given for the first time at the association's Broadcast Engineering Conference in Chicago March 15-18—were announced last week by A. Prose Walker, NAB manager of engineering and chairman of the special award committee.

The award will recognize a single contribution or contributions over a period of time which "measurably advance the technical state of the broadcasting art." Mr. Walker said this should be an invention, development of new techniques, contributions to technical knowledge, leadership in broadcast engineering affairs or any other outstanding accomplishment which warrants consideration.

The award will be limited to officers or employes of organizations whose primary business is broadcasting by licensed stations and to employes of the federal government active in broadcast engineering. Nominations, which may be submitted by anyone, should include a description of the nominee's achievements, his affiliation and position. Nominations should be submitted as soon as possible.

The period of time during which the contribution was accomplished should be "reasonable," the committee has agreed. The group said it will not give the award for contributions made in the "dim past." It will be presented only in years when there is a contribution which warrants it.

Other committee members: Raymond F. Guy, NBC; James D. Russell, KKTV (TV) Colorado Springs, Colo.; Wilson Raney, WREC-AM-TV Memphis, and Joseph B. Epperson, Scripps-Howard Radio Inc.

Mass. UPI-men Hold Fall Meeting

The annual fall conference of the UPI Broadcasters Assn. of Massachusetts was held Nov. 25. The newsmen visited Westover Air Force Base, where an air alert was staged for the occasion.

Features of the program were presented by UPIBAM committee heads under Arthur King of WEEI Boston, president. They included Ed Kennedy, WWLP-TV Springfield; Les Levinson, WKOX Framingham; Al Noyes, WHAV Haverhill; Joe Welch, WSAR Fall River; Gerry Harrison, WLLH Lowell; Bob Donahue, WMAS Springfield; Len Libman, WTAO Cambridge; Joe Fennessey, WHMP Northampton, and Alan Wade of UPI.

Judges were announced for the Tom Phillips Award (given annually by the association for the year's best news story). They are Louis Lyons, curator, Nieman Fellowships, Harvard U. and broadcaster over WGBH-TV Boston; Jim Little, news director, WTAG Worcester, and Ray Kierman, news director, WHDH Boston (retired).

Officers for Next Year's Wescon Named at Honolulu Annual Meet

The eight-member Western Electronic Show & Convention directors' board installed officers for the 1959 Wescon—to be held in San Francisco next August—at its Nov. 29 annual meeting in Hawaiian Village, Honolulu.

O.H. Brown, marketing director of Eitel-McCullough Inc., San Carlos, Calif., was installed as show director and Albert J. Morris, vice president of Levinthal Electronic Products Inc., Palo Alto, Calif., as convention director. Wescon directors are Bruce S. Angwin, western regional manager, Electronic Components Div., General Electric Co., Los Angeles; Donald C. Duncan, contract sales director, Beckman Instruments Inc., Fullerton; Hugh P. Moore, board chairman, Lerco Electronics Inc., Burbank, and Walter E. Peterson, Electronics Div. director, Radioplane Co., Van Nuys, all California.

L.W. Howard, president, Triad Transformer Corp., Venice, Calif., retires as Wescon's board chairman. Don Larson, Wescon business manager-executive committee member participated in the Hawaii meeting.

Co-sponsors of Wescon are West Coast Electronic Manufacturers Assn. and San Francisco-Los Angeles sections of the Institute of Radio Engineers, seventh region. The electronic show-convention's chief executive officers are H. Myrl Stearns, president, Varian Assoc., and Bernard M. Oliver, research development vice president, Hewlett-Packard Co., both Palo Alto.

Chicago Ad Club Committee Considers Pioneers Chapter

A series of special projects, including the possible formation of a Chicago chapter of the Broadcast Pioneers, is currently being studied by a new committee of the Chicago Broadcast Advertising Club.

Among other projects being considered by the group, under chairmanship of E. P. H. James, vice president of A. C. Nielsen Co., are plans for organized participation by BAC members in development and extension of Chicago Federated Adv. Club radio-tv workshop courses; (2) annual BAC awards "to persons and groups contributing most to broadcasting in the Chicago area"; (3) annual BAC scholarship

awards; collection of manuscripts, photographs and exhibits for a "portrait gallery" relating to Chicago broadcasting history; a research study, perhaps in conjunction with a local university, for the use of BAC membership.

It's pointed out that inasmuch as several BAC members belong to the national Broadcast Pioneers organization, BAC might well sponsor a Chicago chapter, looking toward "the mutual benefit of both organizations."

Other committee members are Edward Hitz, NBC vice president in charge of Central Div. tv sales; James G. Hanlon, public relations manager of WGN-AM-TV Chicago, and John W. Osbon, midwest news editor of BROADCASTING.

NAB Television Air Campaign Becomes Million-Dollar Effort

The value of tv time being allocated to a 13-week campaign to promote the television medium's impact has passed a million dollars, NAB reported last week as the association added up reports from 20 more tv member stations.

The latest figure of $1,134,350 in time being scheduled by 92 tv stations compares to $836,000-plus by 72 outlets reported the week before [TRADE ASSNS., Dec. 1]. Last week's NAB survey shows that stations are allocating a total of $87,258 a week to run a series of animated film spots produced by Pintoff Productions, New York, under supervision of NAB's public relations service.

The spots, launched during National Tv Week Nov. 16-22 and continuing into February 1959, dramatize the theme, "Nothing Brings It Home Like Television." The 92 stations reporting have scheduled the spots a total of 29,648 times, an average total of 322 per station, or 25 times a week per station, for the 13-week promotion.

The average total of air time for each station is valued at $12,330 or $948 for each station weekly.

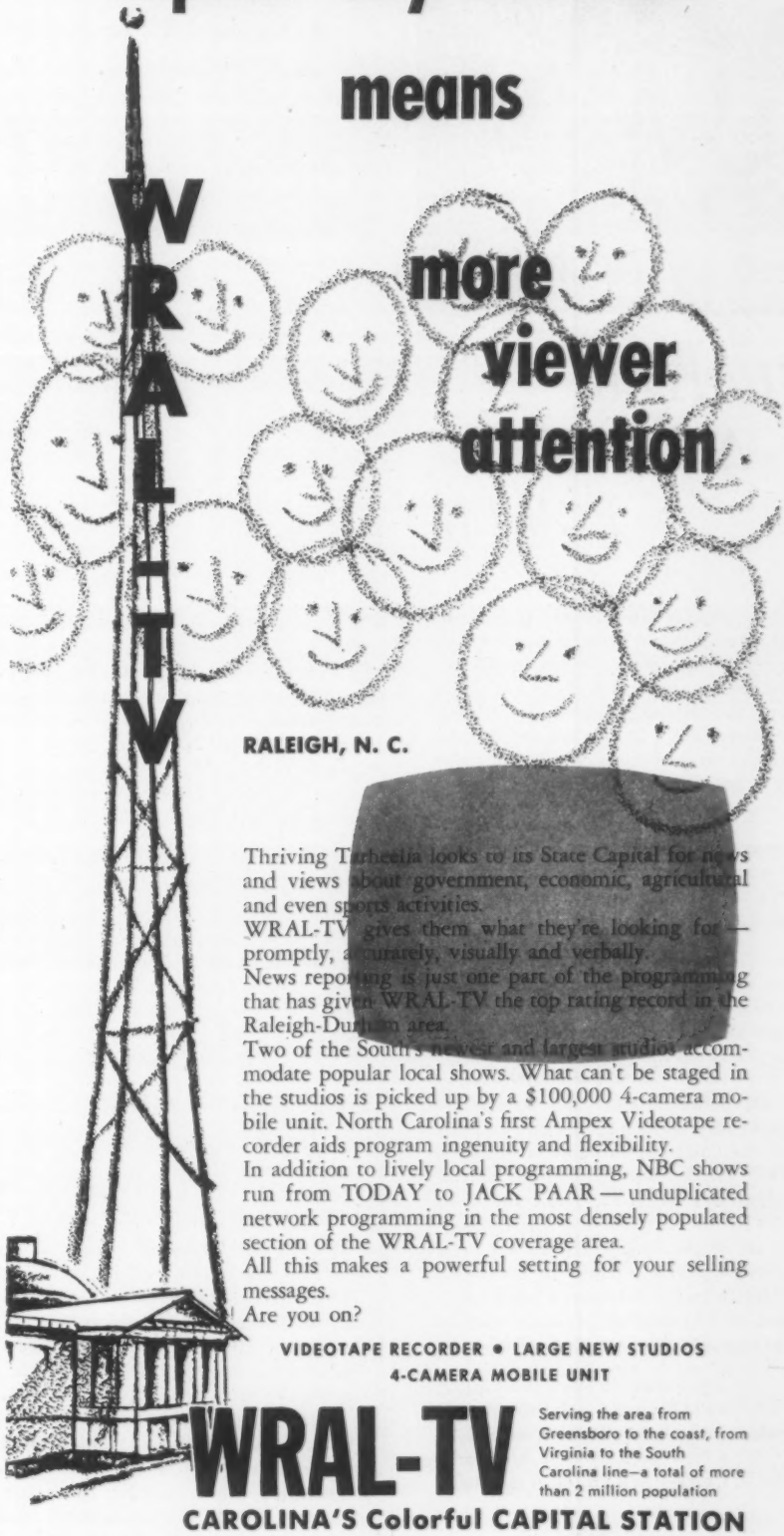
Press Protests Broadcast Ban

A joint suit has been filed by the Georgia Press Assn. and Atlanta Newspapers Inc. (WSB-AM-TV) in protest against a judge's order banning broadcast equipment and picture-taking on sidewalks adjoining the Atlanta courthouse. The suit was filed in Fulton County Superior Court against an order issued by Judge Durwood Pye [AT DEADLINE, Nov. 10]. Judge George P. Whitman accepted the suit and set Dec. 12 as hearing date.

Montana Stations Set Spring Meet

The spring meeting of the Montana Radio Stations Inc. is set for May 21-23 in Great Falls, John Lyon, MRSI president, has announced. An executive board meeting, to be held there next month, will be attended by Mr. Lyon, KIYI Shelby; Charlotte Brader, vice president, KOJM Havre; Robert Warner, secretary-treasurer, KMON Great Falls; Dale Moore, KBMN Bozeman, and Ian Elliot, KATL Miles City.

Capital City Location means more viewer attention



RALEIGH, N. C.

Thriving Turheelia looks to its State Capital for news and views about government, economic, agricultural and even sports activities.
WRAL-TV gives them what they're looking for — promptly, accurately, visually and verbally.
News reporting is just one part of the programming that has given WRAL-TV the top rating record in the Raleigh-Durham area.
Two of the South's newest and largest studios accommodate popular local shows. What can't be staged in the studios is picked up by a $100,000 4-camera mobile unit. North Carolina's first Ampex Videotape recorder aids program ingenuity and flexibility.
In addition to lively local programming, NBC shows run from TODAY to JACK PAAR — unduplicated network programming in the most densely populated section of the WRAL-TV coverage area.
All this makes a powerful setting for your selling messages.
Are you on?

VIDEOTAPE RECORDER • LARGE NEW STUDIOS
4-CAMERA MOBILE UNIT

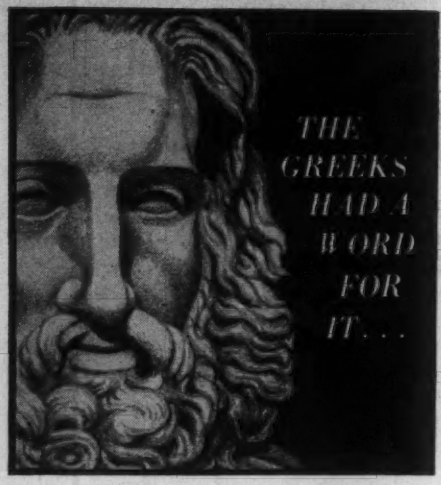
WRAL-TV
Serving the area from Greensboro to the coast, from Virginia to the South Carolina line—a total of more than 2 million population

CAROLINA'S Colorful CAPITAL STATION

FULL POWER CHANNEL 5
NBC AND LOCAL COLOR

Fred Fletcher,
Vice Pres. & Gen. Mgr.
Raleigh, North Carolina

REPRESENTED BY
H-R, INC.



JUPITER
ΔΥΝΑΜΙΣ
POWER

Jupiter (Zeus to all Greeks) was top man on the totem pole, so far as the Olympian gods were concerned. He was described as Supreme Ruler, Lord of the Sky, the Rain-God and the Cloud-gatherer. Like a lot of male mortals, he also had an eye for pretty girls, but we're not concerned with that *here*.

So—to the Greeks, he represented Power, and his symbol and weapon was the Thunderbolt, which he may have used a little indiscriminately here and there.

And what does all this have to do with WCKY? Well, we want you to know we've POWER, too—50,000 whole watts of it; in fact, we're "as powerful as any station in the entire United States." We try to use our power constructively in the public interest. We operate 24 hours a day, serving the Cincinnati market, and doing our darndest to do a good selling job for our advertisers. Cincinnatians like WCKY's 50,000 watts of POWER for its good clear signal covering *all* of the Cincinnati trading area. Advertisers like WCKY for its selling POWER to the Cincinnati adult audience, and by Jupiter, with a combination like that, how can you lose?

If you want to know more about WCKY's POWER to reach listeners and produce sales, call Tom Welstead at WCKY's New York office or AM Radio Sales in Chicago and on the West Coast.

WCKY
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

EIA PUTS STEREO EAR TO GROUND

- **Manufacturers set up unit on binaural broadcasting**
- **National Stereo Radio Committee headed by Dr. Baker**

The burgeoning business of stereo made the big leagues last week—it assumed the status of an "all-industry problem." Concerned: The Electronics Industry Assn., which started the machinery to set up a National Stereophonic Radio Committee to formulate and recommend standards for a new broadcasting art.

The committee, authorized last Thursday in New York by the EIA board of directors, will function as have predecessors in other broadcasting fields—the two National Television System Committees (NTSC) which worked out the standards first for black-and-white tv in 1941 and later for color in 1953.

At the helm, as he has been on the NTSC's, will be Dr. W.R.G. Baker, retired General Electric engineering chief and EIA past president, who will chair the administrative committee to set up the formal NSRC. With him on that group will be D.B. Smith, Philco, vice chairman; A.V. Loughren, Airborne Instrument Labs; W.J. Morlock, General Electric; D.G. Fink, Philco; I.G. Kaar, Hoffman Electronics, and A.N. Goldsmith, consulting engineer. An operations committee, also named last week, will be headed by Graydon Lloyd of GE as chairman and J.E. Young of RCA as vice chairman.

Briefly stated, this is the medium and the problem is has sired:

Stereo's function is to deliver to the listener so-called "true" sound, that is, coming at him from two sides (one per ear) rather than one. To do it, separate pickup and reproduction systems are used, putting the separate signals on a single disc or tape, or, in the case of live broadcasts, putting the separate signals into different transmission systems.

It becomes the broadcaster's job to deliver these signals using (at present) three principal methods, each calling for a different set of receiving gear. The three systems: (1) 2-channel signals (fm-fm combinations, fm-am combinations), (2) composite signals (multiplexing), and (3) "compatible" signals.

In the first case, only fm-fm combinations are considered by hi-fi buffs to be acceptable—but under present broadcasting rules which prohibit duopoly, this means competing fm stations in a market must get together to program stereophonically. This can be awkward. Fm-am combinations are easier to achieve, as both may be owned by the same broadcast entity, but the quality doesn't meet the rigorous standards of the hi-fi fan. In both these systems the listener is required to have two sets.

Composite (multiplexed) signals come closer to the mark, as they emanate from the same fm station (there is no am multiplexing now). But then enters the problem of new receiving equipment. Assuming the listener will buy it, there's still the question of which of many possible multiplexing systems to use—both broadcaster and receiver manufacturer must agree.

Compatible signals have been proposed by veteran broadcast engineer Murray Crosby, whose Crosby Labs is developing a system which would permit listeners with present fm sets to hear both sides of the stereo signal (from the same speaker, so of course not stereophonically) or permit listeners with his specially-designed set to get the real stereo broadcast.

It will be the job of NSRC to find which of these or other possibilities holds the best promise of economy and compatibility. Some degree of haste is important, too, as an answer should be found before any of the present methods gets too strong a grip in the market. One opinion holds the problem won't be resolved in less than six months, could take 18.

(Also see Philco story, page 62.)

HALL OF FAME 'SEED MONEY'

Plans for a Broadcasters Hall of Fame went a step farther last week when an advisory committee of NAB voted to raise a minimum $10,000 "seed money" to study methods of establishing a Hall of Fame honoring radio and television pioneers, a museum and a library to preserve historic broadcasting material.

The study would collect information to organize the project, which envisions the eventual establishment of a national institution for the public, historians and scholars. NAB is coordinating exploratory activities, but said the project will be an all-industry endeavor after it gets moving.

Contributions to the study will be welcomed from all interested in the project, John F. Patt, WJR Detroit, chairman of the committee, said last week. "It is our belief," he said, "that the dramatic history of broadcasting in the U.S. since 1920 and before, including its memorable events and its contributions to the American scene, should be collected, preserved and made available for all the people."

Other members of the committee: Joseph E. Baudino, Westinghouse Broadcasting Co., Washington; Merrill Lindsay, WSOY Decatur, Ill.; Paul Morency, WTIC Hartford, Conn., and Fred Weber, WSTV Steubenville, Ohio. Members are all broadcasting pioneers with a total service of 166 years.

NAB staff participants included Harold E. Fellows, president; John F. Meagher, radio vice president; Thad H. Brown Jr., tv vice president; Everett E. Revercomb, secretary-treasurer; Howard H. Bell, assistant to the president, and John M. Couric, news manager.

WGR-TV
CHANNEL 2
now NBC!
IN GREATER BUFFALO
It means that now America's No. 1 network, NBC, and Buffalo's No. 1 station, WGR-TV, have joined forces to offer advertisers and viewers the best in TV in the nation's 14th market.
"Let's run this up the flag-pole"
• Top NBC-TV network programming... A huge, untapped audience will now see, for the first time, Dinah Shore, Perry Como, Bob Hope, Milton Berle, and many others. Also available are NBC color, NBC specials, NBC public service... because NBC is now VHF in Buffalo.
• Top local acceptance... because of top local shows, personalities, public service, promotion, and merchandising.
• Top choice in Buffalo of advertisers and viewers alike
..."and watch everyone salute!"
Contact Peters, Griffin and Woodward for availabilities on WGR-TV—now NBC!
WGR-TV
NBC CHANNEL 2
BUFFALO
SYMBOL OF SERVICE
A TRANSCONTINENT STATION
WROC-TV, Rochester, N. Y. • WSVA, WSVA-TV, Harrisonburg, Va.
WGR, WGR-TV, Buffalo • WNEP-TV, Scranton/Wilkes-Barre.

MADISON AVE. SORTIE FOR FARM DIRECTORS

- **Aim at buyers with N.Y. meet**
- **Over 350 at Chicago sessions**

America's farm broadcasters are taking a new look at their roles on the station team as developers of sales and interpreters of the "public interest, convenience and necessity."

In a move toward that end, the National Assn. of Tv & Radio Farm Directors has decided to carry its agricultural pitch to Madison Avenue next spring in a bid to win friends and influence buyers. The membership voted to hold its spring meeting (probably the second or third week of June) in New York next year. (The fall annual convention will be held concurrently with the International Livestock Exposition and 4-H Congress in Chicago.)

Over 355 NATRFD voting and associate members attended the Chicago conclave at the Conrad Hilton Hotel and voted in Maynard Speece, WCCO Minneapolis, as 1959 president. They heard panels exchange views on farm director contact with station representatives, lack of data on farm broadcasting, ratings, current FCC interpretations of station license compliance, the merits of commercially-sponsored public service farm programs and myriad other topics. Station management and farm directors alike took their lumps in the three-day meeting.

Armed with a special convention facilities budget, NATRFD plans a "let's get to know each other better" session with New York representatives and agencies next June. Bob Palmer, Cunningham & Walsh, N.Y., an NATRFD associate member, will head a special farm broadcasters' committee.

It is expected that Gordon Hayes, manager of CBS Radio Spot Sales, and prominent T-RFDs also will serve on the group. Among other committee members mentioned to serve NATRFD President Speece:

Layne Beaty, U.S. Dept. of Agriculture radio-tv service; Don Lerch, D. Lerch Jr. & Co., and R. Lyle Webster, USDA, all Washington, D.C.; Bert Larson, American Cyanamid Co., and Joseph Martin, Allied Chemical, both New York; and such T-RFDs as Don Tuttle, WGY Schenectady, N.Y.; Frank Atwood, WTIC-AM-TV Hartford, Conn.

Benefits From Changes • FCC Comr. Rosel H. Hyde spoke on the Commission's program form revisions as the best means of determining whether broadcast licenses operate in the public interest [AT DEADLINE, Dec. 1]. He addressed a luncheon Nov. 29.

The opening business session Nov. 29 was told that while membership was down to 411 from a previous two-year peak, treasury funds were up to $9,000-plus. Mal Hansen of WOW-AM-TV Omaha, chairman of the NATRFD sales promotion committee, reported that farm broadcasting "sold well" the past year despite a lack of information made available to agency buyers. Reporting on an NATRFD fact sheet for station managers, representatives and agencies, he suggested the association "explore all avenues" of the farm market. NATRFD "desperately needs," he stated, "a national approach to farm research," a project which would cost about $50,000.

Outgoing NATRFD president Bob Miller of WLW Cincinnati told the luncheon gathering that farm broadcasting "kept alive the spark of serving the listening audience" when radio programming and advertising hit its low ebb. "Through service programming we have attracted sponsors and audience," he stated. The farm audience will remain the biggest consumer, he said, and stations must recognize that the T-RFD is "not an announcer but an executive on the staff."

Comr. Hyde also took part in an afternoon panel that included Larry Haeg, general manager of WCCO Minneapolis; Benito Gaguine, of the Washington law firm of Fly, Shuebruck, Blume & Gaguine; John McDonald, WSM Nashville, and Roy Battles, National Grange, with Mr. Miller presiding.

NATRFD GAVEL *is turned over by retiring President Bob Miller (seated, l), WLW Cincinnati, to Maynard Speece, WCCO Minneapolis, association president for 1959. In background (l to r): Herb Plambeck, WHO Des Moines, NATRFD historian; George Roesner, KPRC Houston, secretary-treasurer; Wally Erickson, KFRE Fresno, Calif., first vice president.*

Mr. Gaguine intimated that the government pendulum on broadcasting regulation is swinging toward stricter regulation. He asserted that "the law at the Commission on any particular day, on any particular subject is whatever four of these FCC commissioners happen to decide on the cases before them."

Mr. Haeg protested that if "we let the rating services decide what we believe, we have become a kind of slave to what the rating services say we shall or shall not do." He suggested farm broadcasting do its job and "the cost-per-thousand of the ratings services be damned." Mr. Haeg also expressed concern over the prospect of additional stations splitting up the advertiser marketing dollar, thus leading to curtailment of RFD activities because of cost considerations. The idea that many stations wouldn't even bother with any farm programming were it not for the FCC was advanced by Mr. Battles. Mr. McDonald claimed that T-RFDs program in a responsible manner.

In an afternoon panel session, Robert Kunkel, account executive at Leo Burnett Co., charged that A.C. Nielsen Co.'s NCS No. 2 "short-changes farm markets."

Sam Schneider, account executive at CBS Radio Spot Sales, Chicago, and onetime RFD, outlined basic requirements expected in farm broadcasting from agencies, T-RFDs and representatives. He told NATRFD delegates: "One half your representatives don't know you. They buy you by a slide rule and give the job to someone in an ivory tower." Mr. Schneider urged directors not to resent the fact farm shows are sponsored.

A question-and-answer period touched on such topics as the extent of T-RFD client service responsibilities, farm directors delivering commercials and T-RFD-agency-rep liaison. Other panelists were M.H. Straight, advertising manager of Spencer Chemical Co., Kansas City, and Bill Alford, farm editor of WMT Cedar Rapids, Iowa.

Agency Opinions of Tv • Closing day panels were devoted to tv and "the new look" of farm broadcasting, with client and agency executives making pointed criticisms.

M.R. Budd, advertising director of Hercules Powder Co., Wilmington, Del., which entered tv in 1955, scored "short-sighted management" and claimed some stations have weakened their farm programming. In such instances, he reported, "we cut our schedules, while in others we increased them."

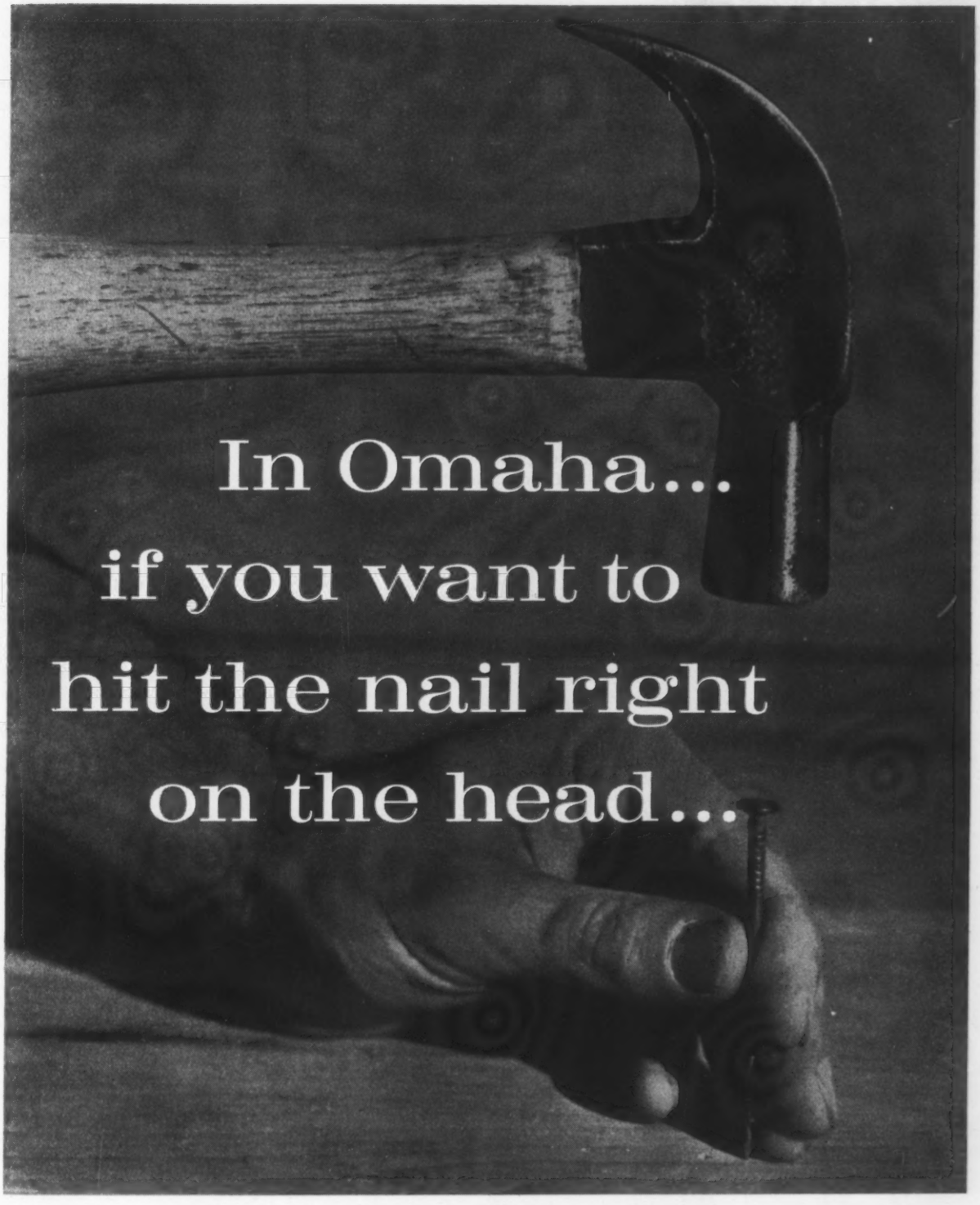
T-RFDs were urged by Harry Barger, vice president of Wherry, Baker & Tilden, Chicago advertising agency, to "get management to provide good time periods." He said that farm directors, "in many instances, have been pushed back to far too early morning periods. . . . You must figure out a more effective way to get your story across to agencies and clients; to let them know about your tv shows," he suggested, citing a $900 million farm market for station management.

Frank Gentry, commercial manager of WLBT (TV) Jackson, Miss., called on station management to add tv farm shows if they're not presently on the schedule, pick the right periods across the board and "get an experienced farm director." He remarked that the T-RFD "can be a means of maintaining firm 52-week accounts on your station" and "can inspire confidence in his listeners."

The closing meeting Nov. 30 featured Bill Drips, KOIN-TV Portland, Ore.; Forrest (Frosty) Blair, Edward Petry & Co.; Jim Bridwell, Gardner Adv. Co., St. Louis, R. L. Wood, Ralston Purina Co.; Jack Jackson, National Grange, and Mr. Beaty.

Responsibilities of farm broadcasters to their station representatives, agencies and clients were outlined by panelists. Mr. Drips noted that "today, agriculture is big business."

Louis Wilson, information director of



you want KOWH radio

. . . 9 years at or near the top—consistently!

Most recent Pulse: 6.2 all day average. Why? Personalities that get through to people. Sounds that intrigue people. Excitement that holds people. Good coverage, too, on 660 kc. Adam Young can amplify. See him . . . or talk to KOWH General Manager Virgil Sharpe.

KOWH *Omaha* Represented by Adam Young Inc.

TRADE ASSNS. CONTINUED

National Plant Food Institute, was honored at the closing Sunday banquet with NATRFD's meritorious service award. Tenure awards were presented to George German, WNAX Yankton, S.D. (for 25 years) and Mr. Drips (30 years). Bob Parker, WBAY Green Bay, Wis., won the National Milk Producers Federation award for radio.

At the helm for '59 • Mr. Speece, of WCCO Minneapolis, was elected president on a slate that also included Wally Erickson, KFRE Fresno, Calif., vice president; George Roesner, KPRC Houston, secretary-treasurer, and Herb Plambeck, WHO Des Moines, re-named historian.

New members of NATRFD's associate members committee are Mr. Timmons, of KWKH Shreveport, La., chairman; W. Judd Wyatt, MFA Insurance Co., Columbia, Mo., vice chairman; Bob Walton, John Blair & Co., Chicago, secretary. Mr. Timmons is immediate past president of NATRFD.

The T-RFD's executive committee, meeting after the convention, voted nearly a 100% budget increase for association operations in 1959—$11,275 compared with $6,760 in 1958—and heard a report on plans for Farm Broadcasting Day Feb. 7, 1959. Robert S. Webster, WJTN Jamestown, N.Y., committee chairman, reported 200 orders thus far for Farm Broadcasting Day Kits. NATRFD is picking up the entire tab for the 1959 event, previously sustained by NAB.

Among resolutions adopted by NATRFD at closing sessions were these: (1) to limit membership of its tv committee to six members for a three-year tenure; (2) to support the National Advisory Council on Civil Defense by helping "to educate the public" on CD needs; (3) to set dues of stations with 1 kw and under at $15, of extension editors and government communications workers in radio-tv at $7.50, and all others at $25, save for multiple membership instances, with second, third and other members paying $15—same as for voting members.

A move for the appointment of a group to "gather uniform and general survey data to be used as a sales tool for T-RFDs and to report the data currently being used as either good or bad sales efforts" was sidetracked and referred to NATRFD's executive committee. Group also approved the designation of all regional chairmen as national vice presidents for their regions.

TRADE ASSN. SHORTS

Advertising Federation of America announces it is sponsoring life insurance plan, available to member companies for their key executives. Under plan, according to AFA, premiums paid by corporations for executives are tax deductible and cover insurance from $10,000 to $30,000. Details will be sent to AFA company members shortly.

National Academy of Television Arts & Sciences names four new trustees to its national board. They are Irv Kupcinet, president, Chicago chapter; Frank Atlass, WBBM-TV Chicago, Ned Williams, editor of *Chicago Unlimited*, Arnold L. Wilkes, WBAL-TV Baltimore.

MANUFACTURING

Midwest Electronics Submits Financing Prospectus to SEC

Midwest Electronics Inc., Fargo, N. D., established in September by broadcaster John W. Boler to manufacture radio-tv equipment, has notified the Securities & Exchange Commission of plans to seek public financing. In a required registration with the SEC, Midwest said it would offer to the public $300,000 in 6% notes, due Jan. 1, 1966, or before, and 30,000 shares of common stock (50¢ par value).

Investors would purchase a package deal consisting of one $500 note and 50 shares for $500. No underwriter is being used and the stock-notes will be solicited only from residents of North Dakota and Minnesota, Midwest stated. Mr. Boler will retain 70% of Midwest if the entire offering is subscribed.

Midwest recently purchased KFGO Fargo for $150,000 [CHANGING HANDS, Nov. 3] and KXAB-TV Aberdeen, S. D. (not yet on air) and leased the stations to Mr. Boler's North Dakota Broadcasting Co. Mr. Boler and his wife also own KXJB-TV Valley City and KBMB-TV Bismarck, both North Dakota. Midwest announced plans to manufacture small, portable tv cameras, microwave equipment and other radio-tv components.

MANUFACTURING SHORTS

International Telephone & Telegraph Corp., announces its recently consolidated Clifton, N. J., and Fort Wayne, Ind., operation has been named ITT Federal Div., effective immediately. Five officers for division were elected: George A. Banino, v.p. and comptroller; Robert E. Chasen, v.p.-administration; Theodore M. Douglas, v.p. of division; Walter W. Hawk, v.p.-engineering, and William B. Levet, secretary and counsel.

RCA's electron tube, semiconductor and materials division, has honored 114 25-year veterans, representing total of 2,850 years of service, by induction into Quarter Century Club. Club "membership" is now 481, including 302 active employes and 65 retired from RCA.

Technical Products Dept. of General Electric Co., Syracuse, N. Y., announces publication of new 81-page audio equipment booklet. Limited number of copies will be made available free to audio engineers and professional broadcasters on priority basis.

HEART WHERE HOME IS

Electronics Industries Assn., some of whose members make their living selling tv sets, will embark on a consumer promotion drive close to their hearts next year. The theme: "Multiple-Set Usage in the Home." The campaign was approved at last week's meeting of the EIA board (story, page 74), and put under the charge of J. M. Williams, advertising manager of the RCA Victor Tv Div.

To sell Indiana, you need both the 2nd and 3rd ranking markets.

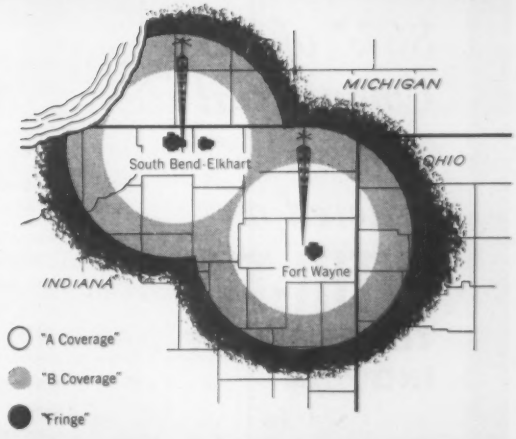
NOW ONE BUY delivers both—

AT A 10% SAVINGS!

YOU NEED TWO GUNS in Indiana!

Here, where hunting's the hobby, sharpshooting advertisers bag *two* traditional test markets—Fort Wayne and South Bend-Elkhart—with *one* combination buy which saves 10%. They thus draw a bead on 340,000 TV homes—a bigger target than T.A.'s 43rd market!* Over 1,688,000 total population—more people than Arizona, Colorado or Nebraska! Effective Buying Income, nearly $3 Billion—and it's yours with just *one* buy!

**Sources: Television Age, May 19, 1958; Sales Management Survey of Buying Power, May, 1958.*



call your **H-R** man now!

wsjv 28 SOUTH BEND ELKHART ABC

wkjg 33 FORT WAYNE NBC

You're headed in the right direction with Plough, Inc., Stations!

Radio Baltimore
WCAO

Radio Boston
WCOP

Radio Chicago
WJJD

Radio Memphis
WMPS

Represented nationally by
RADIO-TV REPRESENTATIVES, INC.
• NEW YORK • CHICAGO • BOSTON • SEATTLE
• ATLANTA • LOS ANGELES • SAN FRANCISCO

For Action at Lowest Cost

86% of CBS Commercial Time is ordered on*

WTHI-TV
TERRE HAUTE
INDIANA

Channel 10

*Basis: 1958 Fall Schedule

Boiling Co., New York · Chicago
Dallas · Los Angeles
San Francisco · Boston

Ball Players Denied Share in Tv Profits

Major league baseball players last week threw a "curve" in the direction of their employers—the club owners. And, the "take" was on as two days later the owners unanimously and flatly turned down their hired hands in a bid for a profit-sharing plan—brought on by increased tv revenues.

Specifically, the players claim the advent of televised games has greatly increased the income of clubs without increasing appreciably their own take-home pay. To back up their pitch, the players appeared before the owners in Washington last Tuesday (Dec. 2) with facts, figures and charts showing how the clubs' income has gone up while salary totals have not.

Player spokesmen Robin Roberts, Philadelphia Phillie pitcher, and the Washington Senator third baseman Eddie Yost made no bones about the fact increased tv income triggered their demand. The players asked that 20% of each club's gross income from all sources be budgeted for their salaries. Previously, the players had indicated their demand would be for 25% of a club's radio-tv income only, over and above their regular salaries.

The players' figures, covering radio-tv and total income for the years 1952-56, showed that total income had risen from $32 million in 1952 to $42.8 million in 1956. Over the same period, radio-tv income rose from $4.1 million to $7.3 million. For the same period, the players claimed, their total salaries increased only $229.665.

In 1933, player salaries accounted for 44.2% of a team's total income, while in 1950 and 1956 the figure went down to 16.4% and 12.9%, respectively, according to J. Norman Lewis, attorney for the players.

Pitcher Roberts said his colleagues also would like to see the club owners' financial figures for 1957-58, but as yet have not made such a request. The radio-tv and total income figures cited were released in the summer of 1957 by the House Antitrust Subcommittee [PROGRAM SERVICES, June 24, 1957]. A bonus player himself, Mr. Roberts said the large bonuses clubs have shelled out in recent years to rookies points up the available extra income accrued through tv.

He said the players changed their original demand from 25% of radio-tv income to 20% of all income (including concessions, parking, etc., but excluding park rental fees) because some clubs (Milwaukee, Kansas City) do not televise their home games and different numbers of games are telecast by other teams. "We want a share of the [club's] increase in income through television," Mr. Roberts emphasized.

The players asked the owners to give them a quick answer. The Phillies star said the players have not decided what retaliatory steps will be taken if the owners refuse the demand, but that refusal to play has not even been considered.

The owners complied with the request for a quick answer, formally turning down the player-request on Thursday. While the request for 20% was "considered" for two days, the immediate reaction of many was unqualified refusal. Frank Lane, outspoken general manager of the Cleveland Indians, said that he would have turned the players down immediately. He, as did other owners, took strong exception to the players' salary figures.

"We can prove that at least 12 of the 16 major league clubs pay in excess of 20% of their gross income for salaries," Mr. Lane countered in citing statistics of his own. He claimed Washington puts 34% of its total income into player's salaries.

Dan Topping, co-owner of the New York Yankees, reportedly told the players: "You'll get nothing of the kind." Multimillionaire Tom Yawkey, owner of the Boston Red Sox claimed that more ball players are overpaid than underpaid. "We want players to get more money when they deserve it," he said.

The owners were in Washington last week for the annual meetings of both the major and minor leagues.

Roach to Tape First Tv Show With Hour 'Pilgrimage' Special

Hal Roach Studios will start its first videotape programming a week from Wednesday (Dec. 17) when it begins production of the "Pilgrimage Play" as an hour long tv program. Hal Roach Jr., studio head, reported that he has completed negotiations with the Hollywood Bowl Assn. for the right to produce on videotape the religious spectacle which has been presented annually at Los Angeles' Pilgrimage Theatre, city-owned property administered by the Bowl Assn., since 1920.

William Sterling, executive at Roach Studios, will produce the religious spectacular, which will be directed by William Brown of KTLA (TV) Los Angeles as part of an arrangement whereby KTLA will supply facilities, services and personnel for the videotaping. Anticipating the installation of VTR equipment at the Roach Studios about mid-1959 under an agreement with Guild Films, the movie company is avoiding any union problems by choosing KTLA to tape this initial program. The station, which is owned by Paramount Pictures, and the Roach Studios are both staffed by members of IATSE.

PROGRAM SERVICE SHORTS

Sesac Inc., N.Y., reported last week that over 40 stations have ordered the Sesac "Spirit of Christmas" series, consisting of 13 quarter-hour script shows, three children's programs and over 100 musical selections. Entire series is priced at $49.50.

Warner Bros. Records has announced radio-tv station subscription service, whereby stations may subscribe to receive minimum of 60 albums per year, with artists and material selected for programming value and balanced variety. For regular long play albums, charge is $15 a quarter. Service is also available in stereophonic recordings, at $22.50 per quarter. Warner Bros. Records

TWO FUN SHOWS FOR ATTRACTING A FAMILY AUDIENCE

Here's a BEST BUY for spot buyers looking for good family coverage in the big, rich Western New York Market. 57 minutes of comedy programming that attracts young and old, on the only TV station in the area that delivers a 17 county-plus audience in Western New York and Northeastern Pennsylvania — and a bonus audience in the Canadian-Niagara Peninsula. These LIFE OF RILEY and BURNS AND ALLEN re-runs provide the perfect background for profitable promotion.

If your product is for Mom, Dad, Sister and Brother... and Aunt and Uncle, too, then check today with *Harrington, Righter and Parsons,* our national representatives. They'll arrange a spot for you on Dinner Date Theatre.

YOUR TV DOLLARS COUNT FOR MORE ON CH. 4

WBEN-TV CBS in Buffalo

THE BUFFALO EVENING NEWS STATION

has also issued new recording of "The Star Spangled Banner," said to be first available to public in 25 years. Warner recording, 45 rpm disc recorded by military band conducted by Henry Mancini, is being made available free to radio and tv stations.

Radio Featurettes, new 15-second syndicated radio program service, has been developed by Radio Featurettes Co., new firm located at 125 W. 41 St., New York 36. Telephone: Wisconsin 7-9244. Company was organized several weeks ago by John A. Buning, formerly with WNEW New York, ABC and INS, in conjunction with Bruce Chapman Co., producer-packager. Mr. Buning designed "Featurettes," which are for use as commercial introductions, spot breakers and copy aids.

Sound Enterprises has opened new sound recording stage and studio at 5539 Sunset Blvd., Hollywood 28. Telephone: Hollywood 7-5147.

PERSONNEL RELATIONS

CHICAGO LOCAL AIMS AT RATINGS

What appeared to be the initial salvo fired by a talent union local against ratings procedures of major audience measurement services came to light in Chicago.

The Chicago Local of American Federation of Tv & Radio Artists acknowledged it has launched an inquiry into the methodology and practices of at least three research companies in that city for use at Sen. Mike Monroney's (D-Okla.) Senate Commerce subcommittee hearings next month.

Specifically involved were American Research Bureau, A. C. Nielsen Co. and The Pulse Inc., with particular emphasis on television ratings.

Word that the AFTRA-Chicago investigation was underway in subterranean waters first cropped up in a curious and apparently innocuous classified "personal" advertisement in the *Chicago Tribune's* Nov. 30 (Sunday) editions. It read:

"$25 payment each to first four persons, from a family, who are used by either the A. C. Nielsen, American Research Bureau or Pulse Inc. television rating system. To qualify for payment you must talk to Mr. Brown, Financial 6-6686, and present proper credentials to prove you report to tv rating service."

The research firms' Chicago offices reported several calls calling their attention to the advertisement, but for the most part declined official comment. A spokesman for Nielsen however, scored the ad device and promised "strong and effective steps" would be taken at the proper levels to prevent further "unwarranted intrusions" into what he described as "private business operations." He added that the approach had the effect of "tinkering with our samples" and told BROADCASTING that "as we have repeatedly maintained, we have nothing to hide," alluding to sample size and Nielsen methodology.

Whose Phone? • The telephone number (Financial 6-6686) in the advertisement is listed by the Illinois Bell Telephone Co. as one of two for the law firm of Blumberg, Smith, Wolff & Pennish, of which Sanford I. Wolff is a partner. Mr. Wolff is chief counsel for AFTRA-Chicago.

Observers in ratings and talent trade circles reminded that Sen. Monroney, in an hour-long conference with AFTRA representatives last Nov. 13, had "asked for extensive information regarding the Chicago situations, and received materials prepared as background for the projected hearings." After the meeting, AFTRA-Chicago issued a statement on behalf of Sen. Monroney, who promised a "searching study" of radio-tv rating services, including "their effect in killing local programs" [AT DEADLINE, Nov. 17].

AFTRA's Chicago chapter has been highly critical of claimed cutbacks in local live programs among all network o&o stations, particularly NBC's WMAQ and WNBQ. It has asked the FCC to hold hearings on license renewals involving those properties and was instrumental in getting some congressional support of its forays into the government area.

In Chicago 200 people have been selected for the Arbitron technique, with perhaps 100 of them already equipped for this type measurement. Pulse claims to measure 1,000 homes in the daytime and 300 in the evening, Monday through Friday, and 300 on Saturdays and Sundays during a single week in any month. Nielsen claims about 300 for its Nielsen Station Index sample in Chicago earmarked for expansion from 40 to 100 markets by fall of 1959 [ADVERTISERS & AGENCIES, Dec. 1].

An AFTRA spokesman admitted "It's true the blind ad was for us." He said the local hopes to ascertain data which would show, one way or the other, "whether ratings are self-serving to the ratings services which depend on them for their livelihood and self-serving to advertisers, networks and stations which subscribe to them." He felt any publicity about the blind ad approach would cause people to freeze up and thus distort their reports to AFTRA probers.

Hill probers, mainly Sen. Monroney, got a one-day orientation on the tv ratings services late last summer, emerging with doubts about sampling procedures and the "paralleling" of network shows [GOVERNMENT, June 30]. It's expected Sen. Monroney will summon network, agency and advertiser executives when hearings resume in January. It was presumed that AFTRA-Chicago representatives also would be invited to testify, or at least that its position would be incorporated into the record of the hearings.

It was conjectured, though denied by AFTRA spokesmen, that perhaps some people contacted by the Chicago chapter in its local inquiry might be called to appear.

New Demands by RTDG Hedge Against Tv Tape

The Radio & Television Directors Guild last Thursday (Dec. 4) presented its demands to the radio-tv networks (except Mutual) for a new contract to replace the current one expiring Dec. 31 and, among other proposals, sought safeguards against possible employment inroads resulting from increasing use of videotape.

Though neither side would discuss RTDG's demands, it was reported the union is seeking an approximate 20% increase in wage but is stressing provisions designed to prevent possible displacement of personnel or a "speed-up" because of videotape.

Negotiators met briefly on Thursday morning and RTDG left with the networks' contact proposals. Another session is scheduled for this Thursday (Dec. 11).

RTDG announced last Thursday that the National Labor Relations Board has certified the union as bargaining agent for television assistant directors and stage managers at CBS, NBC and ABC in New York, Hollywood and Chicago. Though the union had represented these members in the past, RTDG did not have NLRB certification. A balloting by the NLRB among these tv network employes resulted in 167 votes for RTDG and 27 for "no union." RTDG already had NLRB certification for other classifications of its membership.

The current negotiations cover approximately 900 members throughout the country at the three networks (Mutual uses no staff directors). The present staff contract in television provides the following weekly wage scale: $180, directors; $146, associate directors and $141, stage managers. In radio, the weekly scale is $170, directors and $127.50, associate directors.

MGA Union Shop Clause Hit By AFM in Complaint to NLRB

The legality of union shop contracts throughout all branches of the nation's entertainment business may become the basis for a long-drawn legal battle, Cecil F. Read, chairman of Musicians Guild of America, said last week.

On the preceding Friday (Nov. 28), MGA said, it had received a telegram from the Los Angeles regional office of NLRB to the effect that the MGA contract with the major motion picture producers contained a union shop clause which was questionable and unless the matter was settled in the near future the NLRB might file a complaint. The basis for the wire, Mr. Read said, is a charge made by counsel for the American Federation of Musicians, from which MGA wrested jurisdiction over musicians employed by the movie studios [PERSONNEL RELATIONS, Sept. 1, AT DEADLINE, July 14].

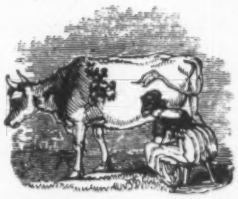
The MGA-motion picture agreement clause provides that 30 days after a musician first works for a studio, the studio cannot re-employ him unless he has become an MGA member in good standing. AFM has asserted, according to Mr. Read, that the word "30 days" should be interpreted to

Publishing Notes from Almost All Over

(A chatty bibliography you can do without but don't)

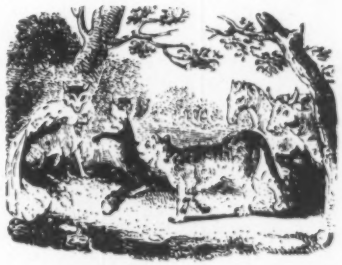
We see by "Selected United States Government Publications" that a pamphlet (16 p. il. Cat. No. A 1.9:2125 10¢) titled *Making and Preserving Apple Cider* is just off the press. "Cidermaking," it says, "is an art as old as the cultivation of apple trees."

* * *



"Anaplasmosis," the same source states, "each year costs American cattle raisers millions of dollars." For 5¢ you can get the lowdown on symptoms, treatment and control of same. (Don't send us any nickels. Go direct to the Govt. Printing Office.)

* * *



The *G.O. Fizzickle Pogo* is just out. No self-respecting time-buyer can do without this important reference work; it reveals scientific secrets of Okefenokee. Order from your favorite book store. $1.

* * *

Photographer's Mate 3. It comes high (three bucks) but where else can you buy a Navy Training Course covering naval photography? Aside to *Playboy:* This is for you. Cat. No. D 208.11:P 56/3; G.P.O.

How to build the E-V Georgian horn speaker enclosure. Complete plans, list of materials, installation of speakers; stock no. 38 K 139, Allied Radio, Chicago; $1.47 postpaid in U.S.A.

* * *

The sweet Smile of Success. A remorseless exposé of tv conditions in and about Cedar Rapids. Printed on handsome grey stock in two (2) colors, beautifully bound in the upper left corner with one of those brass do-hickeys. The theme of this searching document is ineffable, but some excerpts may suggest the flavor: " . . . soaring above this intramural crossfire is the inescapable fact that Channel 2—properly used—is one hell of a powerful selling medium!"—from the *Opening Sermon.*

" . . . Midwest's advertising agency advises us that the results of this program have been eminently satisfactory to say the least, but we're not about to say the least . . . "—from *Oater Booms Housing Development.*

" . . . operational order from home office (forbade) tv . . . manager (bought) time on the sly . . . established such a good selling record he was transferred . . . "—from *Bootlegs TV Time, Makes Killing.* (This one has a sad ending.)

Order *the sweet Smile of Success* today, pronto, now. There's no telling what the Govt. Printing Office would get for a gem like this; we give it away. Write WMT-TV, Channel 2, Cedar Rapids —Waterloo (choose one) (Iowa, of course), CBS Television for Eastern Iowa, Represented Nationally by The Katz Agency; affiliated with WMT Radio, KWMT Fort Dodge.

KOBY shows a BEAUTIFUL FIGURE in San Francisco

September Cumulative Pulse Audience for the San Francisco-Oakland 6-County area shows KOBY with 638,900 unduplicated radio homes weekly; 72.5% of radio homes in the market. Add to this the assurance of no double spotting—and a 10% combination discount when you buy both KOBY and KOSI.

KOBY 10,000 watts San Francisco

Sit in with your PETRY Man

In Denver it's KOSI—
in Greenville, Miss.—WGVM

Mid-America Broadcasting Co.

QUAD-CITIES

ROCK ISLAND • MOLINE • E. MOLINE • DAVENPORT

now the nation's

47th

TV MARKET

according to Television Age Magazine

RETAIL SALES are above the national average. Rock Island, Moline, East Moline are rated as "preferred cities" by Sales Management magazine for the first 6 months of 1958. You too, can expect above-average sales if you BUY WHBF-TV NOW!

WHBF-TV

CBS FOR THE QUAD-CITIES

Scott County, Iowa, Rock Island County, Illinois

Represented by Avery-Knodel, Inc.

mean 30 days of employment and not 30 calendar days. This, Mr. Read declared, is completely contrary to all previous interpretations of union shop clauses which are standard throughout all branches of the entertainment business in the country.

The MGA response to the NLRB wire, sent by Harry B. Swerdlow, MGA attorney, points out that similar provisions are included "in all existing collective bargaining agreements throughout the United States between AFM and employers in recording, radio, television and all other fields in which musicians are employed" and that "none of these collective bargaining agreements has ever been questioned by NLRB."

Labelling the proposal "completely absurd and preposterous," MGA notes that it would exclude from union shop provisions the complete body of musicians (approximately 1,500) who were found eligible to vote in the election conducted by NLRB in Los Angeles last July.

NLRB Decision Backs Employes Of KARD-TV in 1956 Strike Case

KARD-TV Wichita was ordered last week by a three-member panel of the National Labor Relations Board to cease and desist from discouraging or interfering with the membership of employes in International Alliance of Theatrical Stage Employes & Moving Picture Machine Operators, Local No. 414 (AFL-CIO), or any other union. The Kansas station also was ordered to reinstate to their former positions of seniority 20 employes who engaged in union organization or striking.

The NLRB decision affirmed an intermediate report issued Aug. 20, 1957, by Trial Examiner Thomas S. Wilson. The NLRB panel denied KARD-TV's request for oral argument following Examiner Wilson's report. Last week's decision covered discharge of several employes and a strike in May and June 1956.

NLRB held the strike was an unfair labor practice action, not an economic strike, and that therefore employes are entitled to reinstatement. The NLRB decision rejected KARD-TV's claim of misconduct by strikers.

Screen Extras Threaten Boycott Of U. S.-English Tv Productions

Following the announcement last month that Sol Lesser Productions and J. Arthur Rank were collaborating in the production of tv films in England [FILM, Nov. 10], the Screen Extras Guild served notice on all American tv film producers that unless tv production abroad is curbed, the U. S. sponsors of these "runaway programs" will face nationwide boycotts by AFL-CIO members.

"It seems incredible that any sponsor seeking to sell goods to the great mass of the American public would flout the public interest by choosing a television series made abroad to advertise his products in America," H. O'Neil Shanks, SEG executive secretary, declared. Charging that "the American producer who runs away to a foreign country to escape paying American wage scales is unfairly competing with the hundreds of other producers who make their pictures in this country," Mr. Shanks said: "Such a foreign-made television series deprives American technicians and American players of sorely-needed employment, for usually only the star and the director are American. Obviously, Americans who have lost jobs because a certain series was made abroad rather than in this country will not feel like buying the products advertised by such films and neither will their friends."

AFTRA-Network Talks May Succeed This Week

Prospects appeared bright late Thursday (Dec. 4) for an early agreement between the tv-radio networks and the American Federation of Television and Radio Artists on a new contract to replace the pact that expired on Nov. 15. The union has instructed its members to remain on the job past the deadline until further notice.

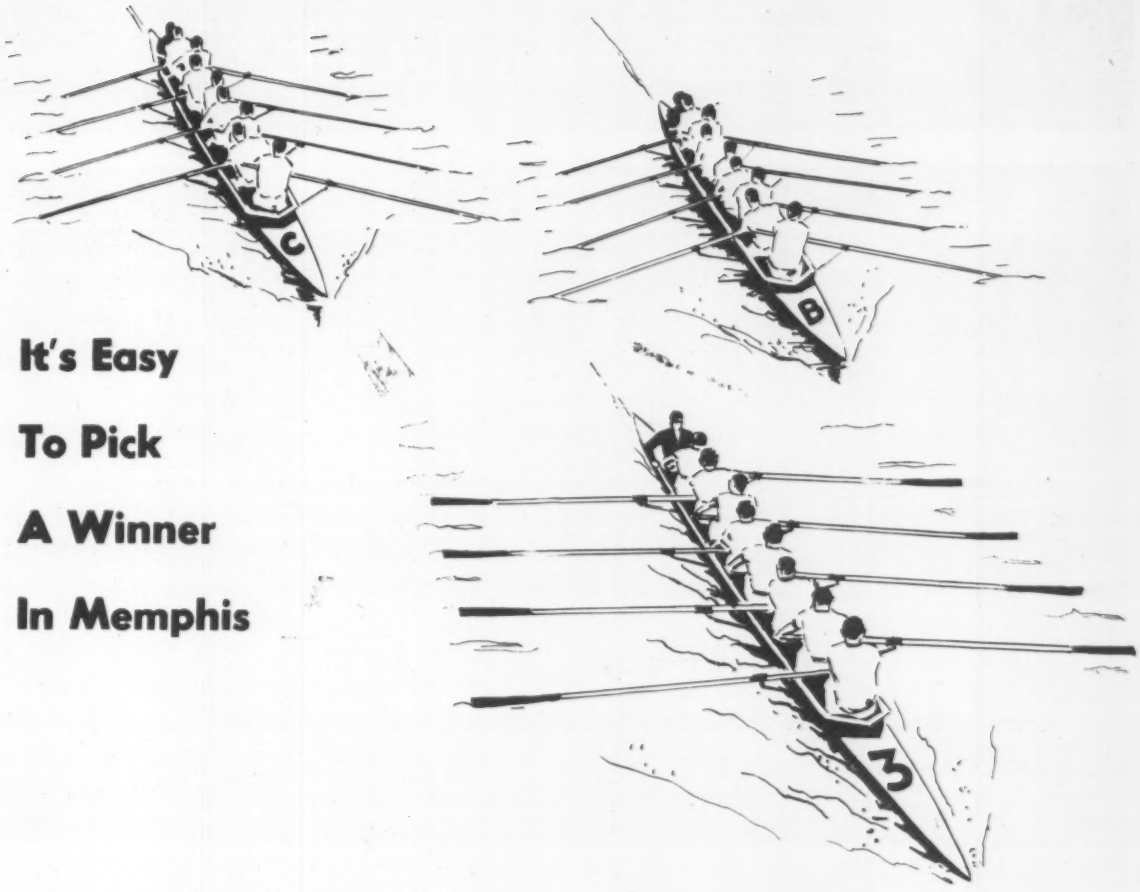
Though neither the union nor the networks would discuss the progress of talks, there were indications that an agreement might come as early as this week. It was reported that agreement has been reached in principle on "money matters" [PERSONNEL RELATIONS, Dec. 1] but there are certain "policy matters" still to be resolved.

During several informal sessions, including one last Thursday, AFTRA continued to press its demands for a ban on "stockpiling" of taped programs on the premise that the networks might use this programming in the event of a future strike by AFTRA; the inclusion of an "unfair station clause" that would prohibit the network from feeding live or taped programs to an affiliate involved in an AFTRA strike and a provision that would give the union control of all taped programming appearing on the network.

The main issue was understood to be "stockpiling." AFTRA was reported to be willing to waive the "unfair station clause" and taped programming control provision if the networks agreed to give ground on "stockpiling."

Reports circulated that negotiations now are being conducted in an atmosphere said to be "more harmonious" than heretofore. Another consideration that may have a bearing on an early agreement is that the network negotiation activity is approaching a feverish pace. Networks began talks last week with the Radio and Television Directors Guild (see story, page 82) and within the next three weeks will open negotiations with the American Federation of Musicians on a new contract to replace the current five-year pact that expires on Jan. 31. The AFM is regarded traditionally as a "tough baby" by networks and reports are that its negotiators will press for substantial contract improvements. AFM, by "tough dickering," hopes to counteract criticism of some of its members that the federation in the past has been more interested in the Music Performance Trust Funds than in wage and fringe benefits.

Negotiation sessions between the networks and AFTRA were scheduled for Friday (Dec. 5) and over the weekend.



It's Easy

To Pick

A Winner

In Memphis

It's Channel 3 First By All Surveys

In Memphis they say "There's more to see on Channel 3." That's because more people enjoy WREC-TV's combination of superior local programming and the great shows of the CBS Television network. It's the right combination for your advertising message. See your Katz man soon.

Here are the latest Memphis Surveys showing leads in competitively rated quarter hours, sign-on to sign-off, Sunday thru Saturday:

	A.R.B. May '58 (Metro Area)	Pulse May '58 (Metro Area)	Nielsen Sept. 7-Oct. 4 (Station Area)
WREC-TV	**201**	**240**	**279**
Sta. B	122	93	35
Sta. C	53	47	63

WREC-TV

Channel 3 Memphis

CBS TELEVISION

Represented Nationally by the Katz Agency

WESTERN ELECTRIC AND

"TELEPHONE STORE." Los Angeles Distribution Center carries a complete stock of some 11,000 different items needed by the Pacific Telephone Company. Most orders are shipped the same day they are received . . . expedited with the help of modern material handling equipment.

LOS ANGELES, CAL.

Big, sprawling — and unique — Los Angeles draws new thousands every week. To help meet the telephone needs of this growing city and the rest of Southern California, Western Electric's Los Angeles Distribution Center recently moved into new and larger quarters.

Here, as at all 32 Western Electric distribution centers in the U.S., we stock and supply daily many thousands of items needed by the local Bell telephone company. Among them: telephone sets, wire and cable, tools, printed forms, many other products we make and buy for the Bell System. Of equal importance, our distribution center repairs and reconditions telephones and telephone equipment for reuse.

The job's a big one, requiring the help of some 860 of our Los Angeles neighbors . . . plus the thousands of men and women who work for our 555 suppliers in the city. (These suppliers, by the way, are only part of the state-wide total of 1,978 companies we purchased from last year.) Just as we benefit from their help, so Los Angeles shares in the prosperity *we* help create — jobs made possible, payrolls spent with local merchants, taxes paid.

Distributing benefits like these is a key part of our telephone job — in Los Angeles and across America.

Western Electric has manufacturing plants in 23 U.S. cities where we make telephone equipment for the Bell System. Last year we purchased 1¼ billion dollars worth of raw materials, products and services from over 37,000 suppliers located in every state. Of these, 90% are "small businesses." The things we make and buy are supplied to the Bell telephone companies through Western Electric distribution centers in 32 different cities, including Los Angeles.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

DURABLE LEATHER Products, Los Angeles, makes leather tool pouches and belts for use by telephone company installers. Ben Sachs (center) owner of Durable discusses making of pouches with W.E.'s H.B. Flynn.

DISNEYLAND provides setting for W.E. employee Tom Helme and his family on a pleasant outing. They're pictured in front of Fantasyland Castle as they pause in their sightseeing to enjoy some popcorn.

BOY SCOUTS are shown receiving expert rifle instruction from Western Electric's Lowell Sanford at nearby rifle range in the San Gabriel Mountains. Many of our Los Angeles Distribution Center employees devote spare time to beneficial community activities like this.

GENERAL CHAIRMAN of the Community Chest drive Steve Broidy (right) President of Allied Artists Pictures Corp., is shown with W.E.'s George Weigand who was loaned to help for 3 months by Western Electric.

Three CBS Shows Cited In Edison Media Awards

CBS News' Public Affairs Dept. took three awards last Monday evening (Dec. 1), as the Thomas Alva Edison Foundation issued the 1958 National Mass Media Awards for Films, Television & Radio. CBS showed up strongest by winning the top citations for:

Prudential Insurance Co. of America's *Twentieth Century* ("tv program best portraying America"); Monsanto Chemical Co.'s *Conquest* ("best science tv program for youth"); and the sustaining *New York Philharmonic Young People's Concerts with Leonard Bernstein* ("best children's tv program").

Special Edison Foundation citations were given in recognition of "distinguished public service in the interests of education." Winners:

NBC Public Affairs for *Continental Classroom;* Washington County, Md., Board of Education for the county-wide in-school closed-circuit tv project; Broadcast Music Inc. for *World of Mind* (radio scripts prepared jointly by BMI and American Assn. for the Advancement of Science and the American Council of Learned Societies); WQED (TV) Pittsburgh for "the tv station that best served youth," and WFMT Chicago for "the radio station that best served youth." WQED and WFMT in addition to the scrolls also received for one high school student in each station's community a $1,000 Edison Scholarship for a college education.

In receiving CBS' awards, voted along with other citations by 62 major national civic organizations, Public Affairs Director Irving Gitlin said, "It is of significance that both *Twentieth Century* and *Conquest* are sponsored programs and that without the cooperation of these advertisers and their agencies, the series would not be on the air today . . . ."

Mr. Gitlin's remarks, alluding to the marriage of big business and education, were in keeping with the general tenor of the evening's proceedings. Speaking for the educators, Dr. O. Meredith Wilson, president of the U. of Oregon and chairman of the American Council on Education, warned broadcasters that their role went beyond that of merely acting as transmission belts. "Education," he said, "is dependent on communication. It is not well represented by the common analogy of a reservoir of knowledge, where facts are carefully stored, to be released at fixed intervals to sweeten the parched plains of ignorance." Radio-tv, he suggested, should lead in stimulating discussion, otherwise we might certainly begin "to contemplate" the "deplorable" sight of seeing the population "conditioned only to receiving . . . to being told."

Spokesman for the business community, which underwrites the Edison Awards, was Harvey S. Firestone Jr., board chairman of Firestone Tire & Rubber Co. (ABC-TV's *Voice of Firestone*). Said Mr. Firestone: We spend too much time selling each other on the superiority of competitive free enterprise—a wasteful act in that we usually sell to "friends and associates whose lives run parallel to our own." Mr. Firestone suggested that the mass media ought to broaden this "audience base" by selling free enterprise to the broadest possible audience base —the mass media audiences.

A CERTIFICATE, good for a Mexican or Caribbean holiday, was given to Ralph Head (standing), vice president-marketing director of BBDO, by Al Stone, national sales manager of WCSC Charleston, S. C., for his entry in the station's national slogan contest conducted by its representatives, Peters, Griffin, Woodward. John A. Thompson (l) and Robert H. Teter (r) vice president-radio sales manager, and vice president-radio director of PGW, respectively, also were at the presentation. The contest called for ad and agencymen to send in a slogan telling "why an advertiser should buy the Charleston market."

Writers Guild Announces Winners; Evans Recipient of $2,500 Prize

Free lance playwright David Evans was presented with a $2,500 award by the Writers Guild of America on Nov. 20 for his teleplay, "The Gadfly" carried on ABC-TV on Oct. 1, 1957.

The prize money is a grant from the Johan J. Smit Foundation, New York, which is giving the award annually for television scripts "making the most valuable contributions to peace and human understanding."

WGA also announced the winners of annual WGA awards for the best radio-tv scripts in 12 different categories, all broadcast during 1957. The winners are Joseph Mindell, half-hour tv anthology; Everett DeBaum, half-hour tv episodic drama; Eugene Roddenberry, tv western, any length; Kenneth Enochs, tv children's program, any length; Jerry McNeely, one hour tv anthology drama; Devery Freeman, one hour tv comedy; Irwin Rosten, tv documentary, any length; Elick Moll, tv program, more than one hour; Sydney Zelinka and A. J. Russell, half-hour or less tv comedy or sketch; Jules Maitland, radio documentary, any length; Stan Freberg, comedy-variety radio program, any length, and Thomas Hanley Jr., radio drama, any length. Winners received either engraved silver trays or plaques.

Chicago Art Directors Name Best Commercials

Award-winning commercials in the Art Directors Club of Chicago's 26th annual midwestern advertising art competition have been announced.

ADCC presented gold medal, silver merit and special merit recognition awards for 17 tv commercials in two categories: the design of a complete unit and in art and photography. The winners were honored Nov. 24 at a dinner in Chicago's Palmer House. Five gold medal awards and one special miscellaneous citation represented the top six tv commercials from the midwest during 1958.

Winning tv entries, encompassing live techniques and full animation, were displayed in Chicago's Prudential Plaza Nov. 25-Dec. 5.

The recipients:

DESIGN OF COMPLETE UNIT

Film Commercials (Live Technique)—

Gold Medal: art director, Don Tennant; photography, Universal-International; agency, Leo Burnett Co.; advertiser, Marlboro, Philip Morris.

Art director, Jack Bramlette; photography, Elliot-Unger-Elliot; agency, Leo Burnett Co.; advertiser, Tea Council of the U.S.A.

Silver Merit: photography, Howard Siemon; agency, Henderson Adv.; producer, Fred A. Niles Productions.

Film Commercials (Full Animation)—

Gold Medal: art director, Ben Goldstein; photography, Quartet Films; agency, W.B. Doner & Co., Detroit; advertiser, National Brewing Co.

Silver Merit: art director, Alan Zaslove; producer, UPA Pictures Inc.; agency, Fred M. Randall Co., Detroit; advertiser, Pure-Pak Div., Ex-Cello Corp., Pure-Pak Milk Container.

Silver Merit: art director, Bob Johnson; producer, Sherman Glas Production; agency, D'Arcy Adv. Co., St. Louis; advertiser, Anheuser-Busch, Budweiser.

Commercials (Live and Animation)—

Silver Merit: art director, Willis J. Davis; animation producer, Ray Patin Studios; live action producer, Chicago Film and Feldcamp-Malloy; agency, Needham, Louis & Brorby; advertiser, S. C. Johnson & Son Inc., Glo-Coat.

Silver Merit: art director, Alice Westbrook; producer, Kling Studios Inc.; agency, North Advertising Inc.; advertiser, The Toni Co., Soft'ning.

Miscellaneous

Special Award for the Use of a Theatrical Personality, McGoo, in Advertising: art director, Jerry Joss; producer, UPA Pictures; agency, Edward H. Weiss & Co.; advertiser, Carling Brewing Co., Stag Beer.

Special Recognition, Merit Award: art director/producer, Lawrence-Schnitzer Productions Inc.; photography, Gerald J. Schnitzer; agency, Campbell-Ewald Co., Detroit; advertiser, General Motors, Chevrolet Div.

Maddest Commercial of the Year: art director, Walter Collins; photography, Sarra Inc.; agency, Fitzgerald Adv., New Orleans.

ART AND PHOTOGRAPHY

Film Commercials (Live Technique)—

Gold Medal: art director, Bob Johnson; photography, MPO Tv Films Inc.; agency, D'Arcy Adv. Co.; advertiser, Anheuser-Busch, Budweiser.

Silver Merit: art director, Gerritt J. Beverwyk; photography, MPO Television Films Inc.; agency, Needham, Louis & Brorby Inc.; advertiser, Lever Brothers, Swan.

Silver Merit: art director, R. C. Mack; photographer, Ed Beatty; producer, Universal-International; agency, Grant Adv. Inc., Chicago; advertiser, Dodge Div., Chrysler Corp.

Film Commercials (Full Animation)—

Gold Medal: art director, Ron Maidenberg; producer, Animation Inc.; artist, Ed Barge; agency, Bozell & Jacobs Inc., Omaha; advertiser, Skinner Manufacturing Co.

Silver Merit: art director, Ron Maidenberg; producer, Animation Inc.; artist, Ed Barge; agency, Leo Burnett Co., Chicago; advertiser, Kellogg Co., Battle Creek.

Commercials (Live and Animation)—

Silver Merit: art director, Harry F. Grissinger Jr.; photography, Ray Patin Productions; agency, J. Walter Thompson Co.; advertiser, Libby McNeill & Libby.

Stevens Group Buys Providence Outlet Co.

Building magnate William Zeckendorf Sr. and KBTV (TV) Denver President John C. Mullins are the "mystery" associates of Broadway producer Roger L. Stevens in the agreement to buy controlling interests in the Outlet Co., department store licensee of WJAR-AM-TV Providence, R.I., it was learned last Thursday.

Mr. Zeckendorf's Webb & Knapp Inc. is 50% owner of KBTV, Mr. Mullins holding the remainder. Webb & Knapp is the Stevens syndicate entity for Mr. Zeckendorf. Mr. Mullins is participating personally. The Zeckendorf family owns 35% of Webb & Knapp.

The Stevens syndicate exercised its short-term option [CLOSED CIRCUIT, Nov. 17] and signed a purchase agreement on Monday (Dec. 1) with the trustees of the majority block of stock in the Outlet Co. at $120 a share for a total of $6.6 million plus. But it was done in the face of a protest by one heir to the estate, Joseph S. Sinclair, station manager of WJAR-TV. Negotiations were still going on Friday night between Messrs. Stevens and Sinclair, the latter reporting late Thursday that "the means are open to me to block the deal. My protest is an attempt to rectify an error. My difference is with the trustees, not with Mr. Stevens."

Dec. 10 has been set as the deadline when full details will be divulged to all stockholders of Outlet Co. Thereafter for 21 days the other stockholders may also sell at $120 a share to the syndicate. Should all 99,420 outstanding shares be acquired, the total purchase price would rise to $11,930,400. The trustees for the estates of the late Col. Joseph Samuels and Leon Samuels, founders of Rhode Island's largest department store, are selling 55,230 shares to the Stevens syndicate. Mr. Sinclair is a grandson of Colonel Samuels.

Mr. Mullins previously had been chief owner of KPHO-TV Phoenix before that property was acquired by Meredith Pub. Co.

During the week, Alfred E. Darvy, Outlet Co. president, told the company's 1,100 employes of the agreement with Mr. Stevens and said he understood both the radio-tv and store operations would be continued with little effect upon employes. The Outlet Co. reported merchandise sales of $15,504,986 and radio-tv revenue of $1,337,342 for the year ending last January 31. Net earnings from store operation were $764,757 (69 cents a share) and from radio-tv $532,980 ($5.36 a share).

Mr. Stevens and his Broadway associates (not involved in the Providence agreement) in the Producers Theatre and Playwrights Co. represent one-fourth of the total legitimate productions on Broadway this season. Properties include "Man In The Dog Suit," "Pleasure of His Company" and "Cue For Passion" among others. Only eight years an "angel" of the theatre, Mr. Stevens is a big name, too, in real estate, once owning the Empire State Bldg. (now owned by Col. Henry Crown of Chicago). Mr. Stevens' multi-million dollar real estate holdings are splashed about such cities as Cleveland, Washington, New Haven and San Francisco, as well as New York. He recently sold a 28-acre tract in Boston's Back Bay to Prudential Insurance Co. of America for a Rockefeller Center-type development.

Register & Tribune Calling Off Purchase of WREC-AM-TV Memphis

The proposed purchase of WREC-AM-TV Memphis by Des Moines Register & Tribune Co., (Cowles) from Hoyt B. Wooten for $6 million cash [CHANGING HANDS, Nov. 10; CLOSED CIRCUIT, Nov. 3] has been "amicably called off," according to a joint announcement last week by Luther L. Hill, publisher of the *Register* and *Tribune* and Mr. Wooten, licensee of the Memphis outlets.

The decision to call off the sale came after a meeting in Des Moines between the parties, who then issued the joint statement. Although there was no formal explanation, it was understood that there was a tax problem involved.

It was reported Mr. Wooten would form a new corporation as licensee of WREC-AM-TV and that Charles Brakefield, who was to have become general manager of the Memphis stations under the *Register* and *Tribune* ownership, and Jack Michael, who was to have become program director,

KMJ TV

Leads in Fresno

KMJ-TV in the Billion-Dollar Valley of the Bees

Leads in syndicated shows — with these top shows: Highway Patrol, Death Valley Days, Burns and Allen, People's Choice, Decoy, African Patrol, Robin Hood and Buccaneers.

KMJ-TV • FRESNO, CALIFORNIA • The Katz Agency, National Representative

Programmed
for the housewife
...the buyer
for the family

WISH
Indianapolis

CBS *Represented by Bolling*

A CORINTHIAN STATION
KOTV Tulsa • KGUL-TV Houston
WANE & WANE-TV Fort Wayne
WISH & WISH-TV Indianapolis

ON THE SPOT RECORDING *
MINITAPE

Where you go, Minitape goes, with its own power and precision recording unit in one compact aluminum case. Sports, crime, special events ... no other recorder can do the job of Minitape. Quality equal to finest AC-operated units. Get all the facts about Minitape today!

*t.m. reg.

• FULLY TRANSISTORIZED
• LIFETIME BATTERY
• FLAT TO 10,000 CYCLES

STANCIL-HOFFMAN CORP.
921 N. Highland Ave. • Hollywood 38, Calif.

will become vice presidents of the new corporation. They are Mr. Wooten's sons-in-law.

The Cowles organization, which a year ago sold WNAX Yankton, S. D., and ch. 9 KVTV (TV) Sioux City, Iowa, to Peoples Broadcasting Corp. for $3 million, announced at that time it would seek replacement properties. Other Cowles stations: KRNT Des Moines and 60% of KRNT-TV Des Moines; WHTN-AM-TV Huntington, W. Va. Gardner Cowles, president of the *Register* and *Tribune*, also is publisher of *Look* magazine.

WREC-TV is on ch. 3. WREC is on 600 kc with 5 kw, directional antenna with different patterns day and night. Both stations are affiliated with CBS.

KVLF to Have Weather Station

An official U. S. Weather Observation Station now is in operation at KVLF Alpine, Tex., it has been announced by Gene Hendryx, president of the station. Apart from the initial equipment, the observation post does not cost the federal government anything to operate as it is manned by specially-trained KVLF staffers, Mr. Hendryx said.

WISH Names Petry Rep.

WISH Indianapolis has appointed Edward Petry & Co. as national sales representative, effective Dec. 1, it has been announced by Robert B. McConnell, vice president and general manager of WISH-AM-TV, and Bob Ohleyer, manager of WISH radio. The station is owned by Corinthian Broadcasing Co.

First Day Sell-Out for WVCG-FM

WVCG-FM Coral Gables, Fla., went on the air Nov. 16 with a sell-out, president-general manager George W. Thorpe, reports. From 6:30 a.m. to sunset, WVCG-FM duplicates WVCG's programs; after this time, up to midnight, it sells and originates its own shows. For the rest of the fm outlet's first week, Mr. Thorpe says, it sold more than 60% of available time. WVCG-FM is on 105.1 mc. Stereophonic broadcasts are aired twice weekly by the stations.

WBC Sends McClay in for Israel At WJZ-TV, Mathiesen to KYW-TV

John L. McClay, general manager of Westinghouse Broadcasting Co.'s KYW-TV Cleveland since this past summer has been

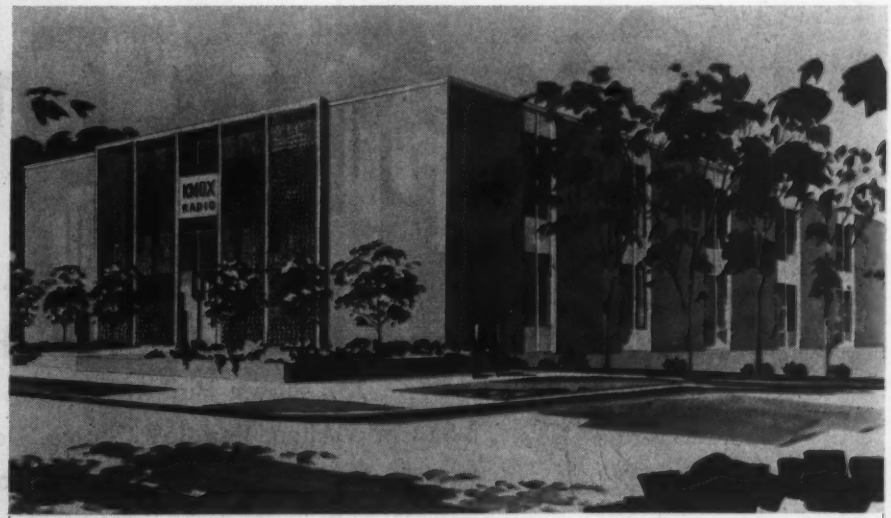
MR. McCLAY

MR. MATHIESEN

transferred to a similar post at the WBC-owned WJZ-TV Baltimore, it is being announced today (Dec. 8) by WBC President Donald H. McGannon. Mr. McClay succeeds Larry H. Israel, named general manager of the newly-formed Television Advertising Representatives Inc., Westinghouse-owned station representative organization [STATIONS, Dec. 1].

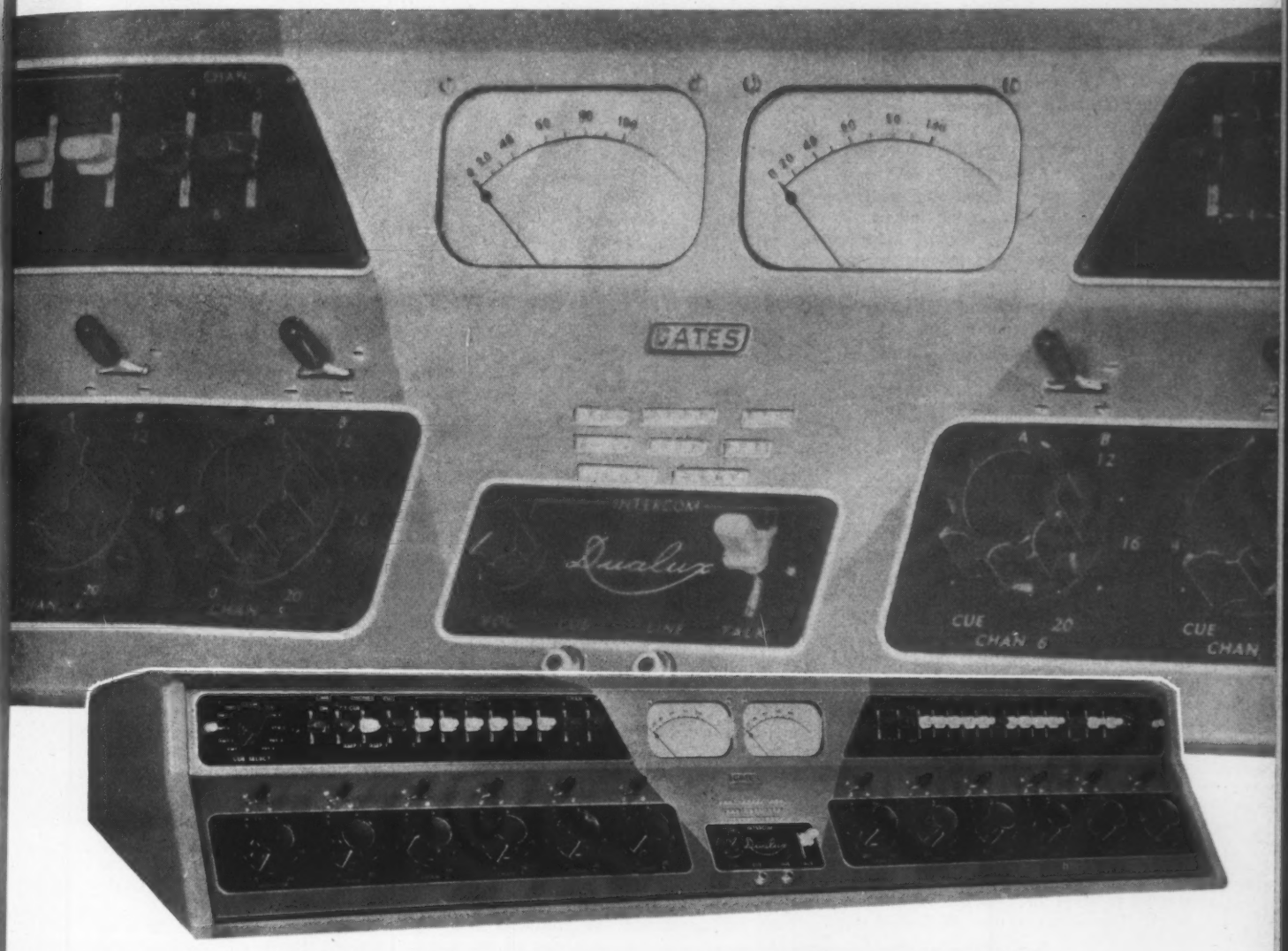
Mr. McClay's post in Cleveland will be filled by George H. Mathiesen, since 1954 assistant general manager of KPIX (TV) San Francisco, also Westinghouse-owned.

Mr. McClay has been in broadcasting since 1939. In 1956 he joined WBC as assistant to the vice president in charge of KYW-AM-TV Cleveland, being named to his last post on July 12 this year. Mr. Mathiesen began as a transmitter engineer at KSFO, remained with the station through 1948 when he joined KPIX (TV). He has been with the San Francisco Westinghouse operations since that time.



NEXT SUMMER KMOX St. Louis will move into its $750,000 headquarters [STATIONS, Nov. 3]. The 15,500 sq.-ft. plant is the first building by CBS in 20 years to accommodate one of its radio outlets exclusively.

Style and Performance Leader in Speech Input Systems



Gates Dual Channel **DUALUX**

Pause just a moment and think of every exclusive feature you would like to see in a speech input system. Now, compare this idea of a "perfect" audio system with the Gates Dualux. You will quickly note that the Dualux not only incorporates every feature you could demand, but also many additional functional and manufacturing extras.

Inbuilt intercom, a Gates innovation in speech input equipment, permits two-way conversation to studio and remotes and listening on every major circuit. First again is the inbuilt variable high-pass filter for instant program correction when the unlooked for happens. Dualux consoles are supplied with the new Gates 10 watt ultra-linear monitoring amplifier. And Gates *solid process* printed wiring, fabricated entirely in the Gates factory provides the cleanest, easiest to service speech input system ever built. One Western broadcast station writes, "*. . . I cannot think of any other console that was designed with the maintenance problem in mind. It is a pleasure to service this console.*"

Yes, it's a grand feeling to know you own *the very best.* So why don't you place your order today? Dualux consoles are in stock for immediate delivery.

OUTSTANDING FEATURES

- Complete inbuilt cue-intercom with front panel listen and talk-back.
- Three position high-pass filter for quick program correction.
- Cue selector to all major circuits for direct channel speaker audibility.
- 5 preamplifier mixing channels wired for 7 microphones. Up to 22 microphones if all utility keys used.
- Cue-Attenuators, 4 mixing channels used for net, turntables, tapes and remotes.
- 4 turntables, 4 tapes, 5 remotes plus net input to 4 mixing channels.
- 8 utility keys for expansion.
- PBX key control of all channels for greatest flexibility.
- Dual operation ALL the way.

UP SALES UPSADEC IN DECEMBER

Buy now and save during Operation UPSADEC, November 10 - December 31. During Operation UPSADEC, Gates offers 6 value packed bonus plans featuring the Dualux speech input system. This is your opportunity to save . . . your chance to modernize your station at a savings possible only during Operation UPSADEC. Send for complete details today.
Write: Dept. 6400, Gates Radio Company, Quincy, Illinois

GATES

HARRIS INTERTYPE CORPORATION

GATES RADIO COMPANY

QUINCY, ILLINOIS

Subsidiary of Harris-Intertype Corporation

WTOP-TV'S TASTEFUL TOUCH ADDS ZEST TO TV NEWS

WTOP-TV Washington has an answer to the oft-heard charge that television newscasts are merely radio programs aided by a few film clips and visual aids.

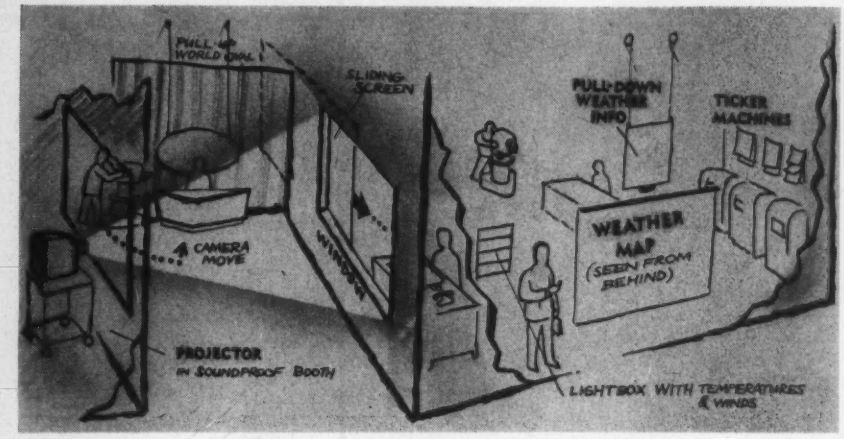
Thomas B. Jones, WTOP-TV program director, has installed a studio layout designed to increase the impact of visual impressions by use of flexible production facilities and techniques.

The result is a newscast identified by a combined news workshop, large screen and three-man microphone team.

Two adjoining rooms are created by a backdrop that includes a four-scene rotating prop and a disappearing front projection screen. The screen is fed by a Telepro 6000 projection that holds 60 3x4-inch Polaroid transparencies. The Telepro is preloaded and operated remotely from the control room, which also handles special slides and newsfilm inserts.

In front of the backdrop a newscaster works from a desk, facing a single camera. The program signature and closing shot are based on a view of the newscaster (with appropriate background) and a look into the backroom which simulates a news workshop. The large weather map is seen at the end of the room. This workshop view is shot with the projection screen retracted.

When the first newscaster takes the air, the sliding screen is in position, usually occupying at least half of the receiver's picture. After the first of three segments in the 15-minute period the screen is retracted to show the weather reporter at work. The workshop camera behind the partition then goes into action. The weather map has two props for detailed



information, one pulled down from above and the other a back-lighted box located at the eastern side of the map. Workshop props include two desks, phones, typewriter, dummy teletypes and copy spindles. The opening signature shot shows the weather man tinkering at his map and a man at a telephone.

The workshop is being wired and later will be enlarged for use as an actual newsroom on election nights and for other major news features. It will be equipped for panels and group discussions. Peter Masters, WTOP-TV art director, designed the sets.

WTOP-TV first used its news setup last Oct. 6 after two weeks of dry runs. Viewer and sponsor reaction has been surprisingly enthusiastic. Use of illustrations has been upped 50%, with an average of 30 in a 15-minute newscast.

Two daily programs are produced in the studio—*6:30 Spotlight* ahead of the CBS-TV Douglas Edwards newscast and *11 p.m. Report*. The 6:30 program consists of three five-minute segments—Eddie Gallaher, entertainment news; John Douglas, weather; Steve Cushing, area news. The 11 p.m. program opens with Roger Mudd handling national, international and area news for six to eight minutes; usually two minutes of weather with Mr. Douglas, and five minutes of sports with Dan Daniels. The late program segments can be timed to the importance of the news or weather.

Sponsors for the 6:30 program are Coca-Cola for Mr. Gallaher; Coronet Carpet Co. and Trailway Bus for Mr. Douglas, and Perpetual savings and Arthur Murray for Mr. Cushing. Pan American Airways will take over the Coronet Carpet position in the near future. Safeway will sponsor the Cushing segment.

Sponsors at 11 p.m. are Esso for news and weather; Northeast Airlines and Newport cigarettes for Mr. Daniels.

No Teeners in Most L.A. Homes, Finds Survey Ordered by KLAC

More than three-fourths of all homes in the greater Los Angeles area have no teenagers, according to a survey distributed last week to advertising agencies by KLAC Los Angeles. The survey was made for the station by John B. Knight Co. among adults in 1,011 homes.

It notes that in the 22.3% of homes with teenage members, 73.3% of these teenagers answer the phone and offer information unless an adult is specifically asked for and 67.7% of the youngsters prefer rock-and-roll music on the radio. Contrariwise, 71.6% of the adults interviewed "stated an overwhelming preference for a station featuring only good, popular music (no rock-and-roll)."

Other facts unearthed by the Knight surveyors: 96.5% of the homes visited "have and use from one to four radios"; 82.6% of all cars have car radios and 79.9% of all car radios are used regularly; 71% of the adults want sports results via radio and 71.9% want traffic bulletins.

KLAC, which for some months tried rock-and-roll programming with unhappy results, now says: "Good music is back and KLAC's got it."

THE NATION'S MOST SUCCESSFUL REGIONAL NETWORK

IMN-PACT WITH THE INTER MOUNTAIN NETWORK

Another Intermountain Network Affiliate

KGHF

5000 WATTS AT 1350

NEWS—MUSIC—SPORTS

And the TOP SALESMAN In the RICH PUEBLO MARKET

HEADQUARTERS SALT LAKE CITY • DENVER • CONTACT YOUR AVERY-KNODEL MAN

Crescent City Gets New WYFE

Town & Country network opened WYFE New Orleans last Monday (Dec. 1), Connie B. Gay, the network's president, has announced. Apart from Manager Bill Romaine and National Sales Manager Ed Winton, the daytimer is mainly staffed with women. WYFE is on 1600 kc with 1 kw.

Ch. 14 WWOR-TV on Air Again

After three years of darkness ch. 14 WWOR-TV Worcester, Mass., last Monday (Dec. 1) resumed operations.

The uhf outlet first went on the air in 1953 until 1955. It was sold last August [CHANGING HANDS, Aug. 4] by Salisbury

Florida's usual weather makes unusual news

Last winter's cold spell in Florida made headlines because it was so unusual. But the unusualness of Florida's *normal* climate has been a topic of rare reader interest ever since Flagler built his railroad.

For example, word of Christmas celebrated on a sun-splashed beach has long been incredulously received by millions of frost-nipped ears in frigid climes. As if to prove the paradox, Christmas sojourners here send home more greeting cards of the sunny Florida theme than any other category. And their enthusiasm lasts throughout the winter. Why? . . .

IT'S JUNE IN JANUARY

Winter highs *average* in the 70's over most of Florida. Thirty-year, U.S. Weather Bureau readings show December-to-March afternoon temperatures *averaging* 72.7° on the mid-West Coast; 75.4° on the Lower East Coast; and along the Upper East Coast, 71.1°. Even in extreme Northern Florida, daily maximums have *averaged* 66.2° through the past 30 winters.

Offshore waters and inland lakes are always pleasant for bathing. About 69° to 73° in the south Atlantic or Gulf of Mexico surf. A consistent, above-70° in lakes and springs.

Location is one reason for this ideal climate. Northernmost Florida lies 100 miles south of the Mexico-California border. The southernmost tip of the state reaches within 100 miles of the Tropic of Cancer.

Florida basks peninsularly between the tempering influence of warm south Atlantic and Gulf of Mexico waters. The result is an equable year around climate — warm in winter, cooled in summer by fresh sea breezes.

NEED PHOTOS, FACTS, FIGURES?

When you want to serve your audience with interesting facts about Florida, call on us for any help you need. The completely staffed Florida State News Bureau is at your service. Stock photos, TV-movie shorts, or custom-tailored feature material for your exclusive use can be supplied. Just write or wire . . .

Florida Development Commission
515-R Caldwell Building
Tallahassee, Florida

Florida

YEAR 'ROUND LAND OF GOOD LIVING

Broadcasting Corp. to Springfield Television Broadcasting Corp. (WWLP [TV] Springfield, Mass.) for 20% interest in Springfield. WWOR-TV is a semi-satellite of WWLP.

Christal's Petry Stock Is Acquired by Petry

The long-standing anomaly of one station representative owning a sizeable chunk of another was ended last week when Edward Petry & Co. acquired the block of Petry stock owned by Henry I. Christal, of the radio representation firm bearing his name.

Mr. Christal, with the Petry company from its inception in 1932 until 1951, owned 44% of voting and one-third of non-voting stock of the Petry firm. The price paid him for it in last week's settlement was not officially disclosed but was estimated to be $600,000 to $650,000. The Petry company, aside from its representation activities, owns about 36% of KFMB-AM-TV San Diego and KERO-TV Bakersfield, Calif., and a smaller minority in WIP Philadelphia.

Under the new stock arrangement Mr. Petry will continue to control the voting stock and will share the non-voting stock equally with Edward E. Voynow, executive vice president. Under the old arrangement Messrs. Petry, Voynow and Christal each had one-third of the non-voting shares.

Mr. Christal opened his own firm, representing only radio stations, in January 1951.

CHANGING HANDS

TRACK RECORD ON STATION SALES, APPROVAL

ANNOUNCED *The following sales of station interests were anonunced last week. All are subject to FCC approval.*

WTEL PHILADELPHIA, PA. • Sold to WTEL Inc. by Foulkrod Radio Engineering Co. (E. Douglas Hibbs, president) for $450,000. Buyers are equal partners John E. and George D. Hopkinson and Quentin C. Sturm, who also equally share ownership of WKAB Mobile, Ala. Mr. Sturm has 6.35% interest in WLOI La Porte, Ind. The application for this sale has been filed with the FCC. WTEL is on 860 kc with 250 w, day.

WTAC FLINT, MICH. • Sold to Leonard Chess, president of Chess Producing Corp., Chicago record manufacturer, by First Broadcast Corp., wholly owned subsidiary of multiple owner Founders Corp. for $278,000. The sale was handled by Allen Kander & Co. WTAC is on 600 kc with 1 kw, day, 5 kw, night, and is affiliated with ABC.

KSMN MASON CITY, IOWA • Sold to Harry Campbell and Donald F. (Red) Blanchard by Charles V. and Ruth Warren for $140,000. Mr. Campbell is announcer and a farm editor of WLS Chicago; Mr. Blanchard appears on that station as an m.c. The sale was handled by Allen Kander & Co. KSMN is on 1010 kc with 1 kw, day.

APPROVED *The following transfers of station interests were approved by the FCC last week. Also see* FOR THE RECORD, *page 107.*

KGMB-AM-TV HONOLULU, KHBC-AM-TV HILO, KMAU-TV WAILUKU, ALL HAWAII • Sold (control of Hawaiian Broadcasting System Ltd.) to Hialand Development Corp. by Consolidated Amusement Co. Ltd. for over $8.7 million. New owners have 17 stockholders. Those with other broadcast interests are Roy J. Turner (12.5% in KWTV [TV] Oklahoma City, Okla.) and C. Dale, M. Clare and Lloyd W. Miller (1.57% in KARD [TV] Wichita, Kan.). KGMB-TV is on ch. 9 and is affiliated with CBS-TV. Ch. 9 KHBC-TV and ch. 3 KMAU-TV operate as satellites of KGMB-TV. KGMB is on 590 kc with 5 kw. KHBC is on 970 kc with 1 kw. Both are affiliated with CBS.

WCHV CHARLOTTESVILLE, VA. • Sold to Eastern Broadcasting Corp. (WRC-TV Washington sales coordinator R.A. Neuhoff, president) by Charles and Emmalou Barham for $200,000, plus $10,000 to Blackburn & Co. which handled the sale. WCHV is on 1260 kc with 5 kw, day, 1 kw, night, and is affiliated with ABC.

KLAN RENTON, WASH. • Sold to Walter N. Nelskog and others, doing business as Seattle Musicasters by Interlake Broadcasting Corp. for $192,000. Mr. Nelskog owns 25% KUDI Great Falls, Mont., 80% KUDE Oceanside, Calif., 25% KQDY Minot, N.D., and 58% KQTY Everett, Wash. Comr. Rosel Hyde voted for a McFarland letter in this case. KLAN is on 910 kc with 1 kw, directional antenna same pattern day and night.

Bassett Joins Eastman as V.P.

Morton G. Bassett, veteran radio salesman, is joining Robert E. Eastman & Co. as vice president and New York manager of the station representation firm, President Robert Eastman is announcing today (Dec. 8). The appointment is effective immediately.

MR. BASSETT

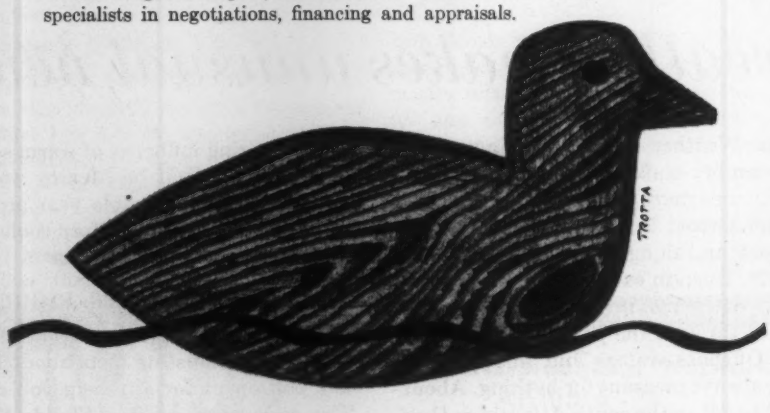
Mr. Bassett was with John Blair & Co., radio station representative, for 10 years until he bought WROD Daytona Beach, Fla., last December and left to operate the station. He sold WROD in September.

M-Q Offers Connecticut Lineup

McGavren-Quinn, New York, radio-tv station representative, is announcing today (Dec. 8) the formation of a new Connecticut radio station group, consisting of WNHC New Haven, WKNB Hartford, WNAB Bridgeport, and WATR Waterbury. The group will be sold to advertisers under a single buy.

IT LOOKS THE SAME, *BUT*

on closer examination it's only made of wood.
Broadcast properties may look alike too,
but only an expert can correctly identify the true worth.
Before negotiating for radio and tv stations, consult
the recognized expert, BLACKBURN AND COMPANY,
specialists in negotiations, financing and appraisals.



NEGOTIATIONS • FINANCING • APPRAISALS

Blackburn & Company

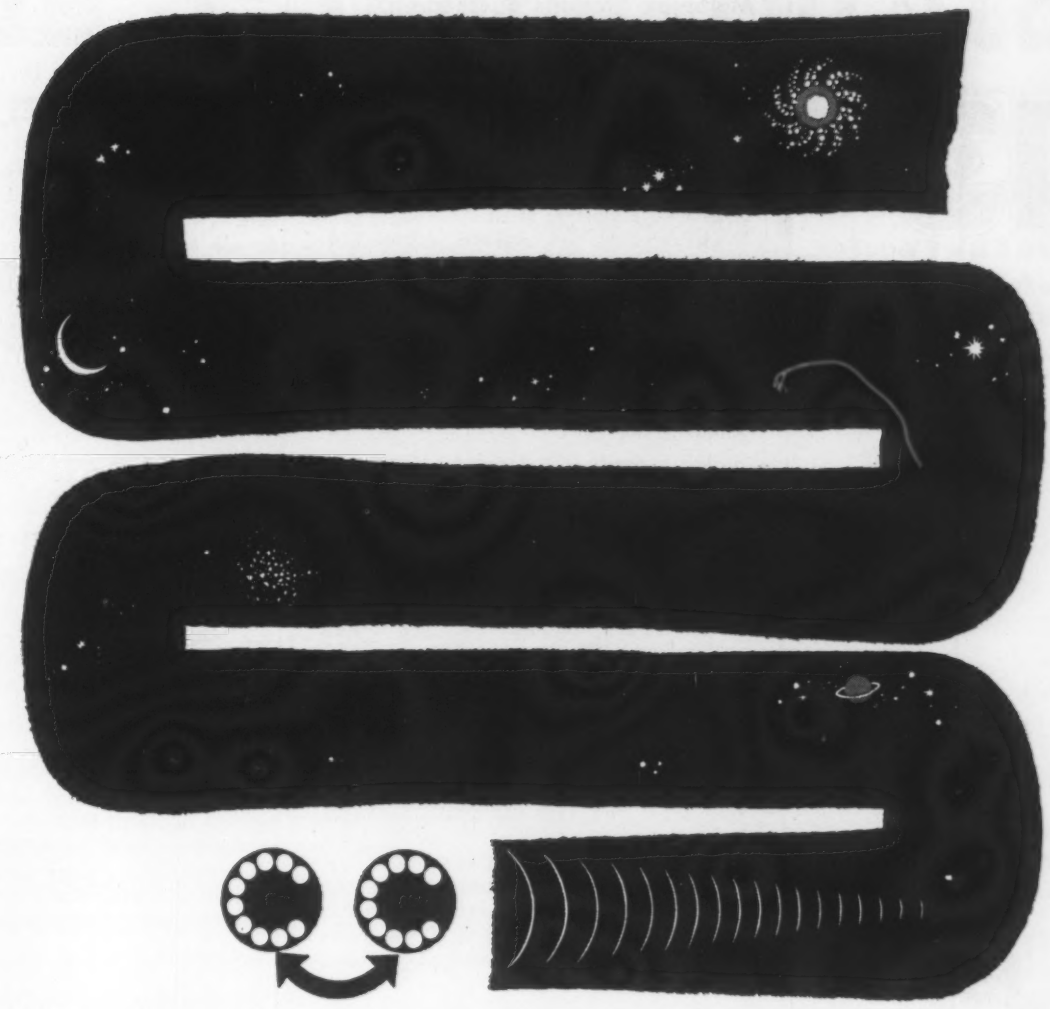
RADIO - TV - NEWSPAPER BROKERS

WASHINGTON, D. C. OFFICE
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Washington Building
STerling 3-4341

MIDWEST OFFICE
H. W. Cassill
William B. Ryan
333 N. Michigan Avenue
Chicago, Illinois
Financial 6-6460

SOUTHERN OFFICE
Clifford B. Marshall
Stanley Whitaker
Healey Building
Atlanta, Georgia
JAckson 5-1576

WEST COAST OFFICE
Colin M. Selph
California Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770



FROM INTER-OFFICE TO OUTER SPACE...

The telephone rings. You lift it and talk to an associate in the next office.

A countdown reaches zero at Cape Canaveral. Minutes later a new satellite radios its position . . . in orbit a hemisphere away.

One of these events is today commonplace . . . the other, still spectacular. To the 128,000 men and women of International Telephone and Telegraph Corporation, both are episodes in a never-ending drama called *communications*.

It means many things

At ITT communications is submarine cable, radio-telegraph, microwaves beamed over valleys and seas. At the world's great airports, it is the Instrument Landing System. It is TACAN and VORTAC, electronic air-navigation safety aids for civil and military flying.

Communications is guidance systems for rockets and missiles. It is over-the-horizon TV. It is the technical training and manpower ITT provides for the Distant Early Warning (DEW) Line in the Arctic. It is a new, world-wide control system for the Strategic Air Command.

Where ITT stands today

ITT stands in the forefront of research . . . and on the threshold of new achievements. Its systems, equipment and services embrace virtually every field of electronics. In fact, you'll find ITT everywhere—from inter-office to outer space.

ITT

. . . the largest American-owned world-wide electronic and telecommunication enterprise, with 80 research and manufacturing units, 14 telephone and telegraph operating companies and 128,000 employees.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION 67 Broad Street, New York 4, N.Y.

FARNSWORTH ELECTRONICS COMPANY • FEDERAL ELECTRIC CORPORATION • FEDERAL TELEPHONE AND RADIO COMPANY • ITT COMPONENTS DIVISION
ITT INDUSTRIAL PRODUCTS DIVISION • ITT LABORATORIES • INTELEX SYSTEMS, INC. • INTERNATIONAL STANDARD ELECTRIC CORPORATION
KELLOGG SWITCHBOARD AND SUPPLY COMPANY • ROYAL ELECTRIC CORPORATION • AIRMATIC SYSTEMS CORPORATION • AMERICAN CABLE & RADIO CORPORATION • LABORATORIES AND MANUFACTURING PLANTS IN 20 FREE-WORLD COUNTRIES

13
WGAN-TV
Portland, Maine

Represented by
Avery-Knodel, Inc.

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N.Y.
ELDORADO 5-0405
ALL INQUIRIES CONFIDENTIAL

Multiplex Stations Succeeding, Number to Grow, GEL Study Sees

Seventy percent of fm stations now multiplexing consider their operations "excellent" or "good," according to a survey taken by General Electronic Labs, Cambridge, Mass. Of the remaining stations, 6% either stated their multiplex operation is unsatisfactory or gave no evaluation at all.

GEL received 513 responses out of 824 questionnaires mailed to broadcasters, with 65 of approximately 90 operating multiplex stations replying. The survey showed that an additional 80 stations hope to be multiplexing within a year, while 168 stations have long-range multiplex plans.

Receivers constitute a serious problem for multiplex operators, with 62% of the respondents stating they have receiver difficulties. One-half stated their fm transmitters were suitable for multiplexing without modification.

GEL, which manufactures multiplexing equipment, predicted 20% of the existing fm stations will be multiplexing by the end of 1959. Early last month, the U.S. Court of Appeals in Washington declared invalid a 1955 FCC rule requiring stations to cease simplex operations and switch to multiplex [AT DEADLINE, Nov. 10].

STATION SHORTS

WRCA-TV New York announced last week it is accepting for third successive year applications for its general talent auditions to be held on alternate Tuesdays. All talent with or without agent, except dramatic actors, must apply by mail to: Open Audition, WRCA-TV, 30 Rockefeller Plaza, New York 20.

WKDN-AM-FM Camden, N. J., announces that construction has begun on its new studios expected to be completed by spring of 1959.

WUST Washington announces that new headquarters building will be ready for occupancy January 1959. Transmitter for 250 watt outlet will remain in Bethesda, Md.

WPIX (TV) New York reported last week it has grossed $745,238 in new billings with "heavy pre-Christmas campaigns."

WAPI Birmingham, Ala., has increased its daytime power from 10 kw to 50 kw, reportedly increasing radio homes in station's primary coverage area by 42% and rural population by 82%.

WOAI San Antonio, Tex., has relocated its new $250,000 transmitting plant and radio tower to new antenna farm near Elmendorf, Tex., 17 miles southeast of San Antonio.

WBAL-TV Baltimore has begun using new Bendix radar unit for weather forecasting. Unit has range of up to 150 miles and will detect cloud masses and storms and reveal their course and speed.

WYNN Florence, S. C., has announced (Dec. 2) that it began broadcasting Nov. 5 with daytime programming. Durwood Powell, formerly general manager of WBCR Christiansburg, Va., is WYNN general manager. Station operates on 540 kc with 250 w.

TV TEAMWORK

Cooperation between two Scranton, Pa., television outlets saved the area's viewers from missing the Army-Navy football telecast.

WBRE-TV Wilkes-Barre-Scranton, scheduled to carry the match via NBC-TV facilities, was put off the air by ice causing a short circuit in its antenna. ABC-TV affiliate WNEP-TV Scranton stepped into the breach by realigning its transmitter to pick up NBC-TV's signal and telecast the football classic.

REPRESENTATIVE SHORTS

Rambeau, Vance, Hopple Inc., N. Y., has opened sales office in Atlanta, Ga. Bernard I. Ochs, formerly with WLWA (TV) Atlanta, named manager. Firm also announces it has been appointed representative for KTOP Topeka, Kan., WBOP Pensacola and WDCL Tarpon Springs, both Florida.

The Katz Agency has made available to advertisers and agencies its Spot Tv Advertising Cost Summary No. 24 designed for figuring quick estimates of spot costs from 1 to 240 markets. Included are formulas for estimating spot tv budgets, based on rate cards of sample 50 leading network affiliates and weighted in average discounts and other "frequently requested rate ratios."

REPRESENTATIVE APPOINTMENTS

WAIT Chicago and **WGMS Washington** appoint Avery-Knodel Inc., N. Y.

WLOS-AM-TV Asheville, N. C. reappoints James S. Ayers Inc., Atlanta, as southeastern representative. Peters, Griffin, Woodward Inc. is stations' new national representative.

Columbia Empire Group Formed

Formation of Columbia Empire Radio Stations, Washington, a group of outlets to be offered as a package to advertisers, was announced Nov. 20. The group includes KUEN Wenatchee, KIT Yakima, KORD Pasco, all Washington, and KOZE Lewiston, Idaho. Hugh Feltis & Assoc., Seattle, is their representative.

TRANSITION FASHION

The pattern change undergone by station directional antennas at sunrise and sunset has been sold by WGBS Miami to, yes, a pattern maker.

McCall's Patterns, Div. (ladies' dress patterns) of the McCall Corp., New York, had not previously done much radio advertising but snapped up WGBS' suggestion that it air commercials just before and after the three-second buzz signaling the frequency pattern change.

RCA 3-*Speed* Turntable

AT A GREAT SAVING—
FOR A LIMITED TIME ONLY

Now Only $279.50*

Type BQ-2B with Cabinet

Mechanism Alone Only $225.00

DESIGNED WITH YOUR SPECIAL NEEDS IN MIND!

Now you can enjoy these outstanding features at this Special Low Price...

- **Simplified Speed Change (33⅓-45-78 RPM)**
- **Hysteresis Synchronous Motor**
- **Rugged Construction**
- **Silent Operation**
- **Fewer Moving Parts**

Complete turntable at $279.50, a $45.50 saving. Or for only $225.00 you can own the BQ-2B Turntable Mechanism less cabinet. Save on RCA Lightweight Tone Arms—now at special sale price—$55.00 during same period. Special offer for 62 days only—Dec. 1, 1958—Jan. 31, 1959.

(Offer good only in Continental United States, Alaska, and Hawaii)

Type BQ-2B Turntable Cabinet model shown available for immediate delivery. Supplied less tone arms, filters, and transistorized turntable preamplifiers available as accessories. Also available less cabinet for only $225.00. RCA Tone Arms now only $55.00.

ORDER NOW! Limited Sale ends Jan. 31, 1959. Call your RCA Broadcast Representative—or write RCA, Audio Sales, Bldg. 15-6, Camden, N.J.

RCA® Tmk(s)

RADIO CORPORATION of AMERICA

Broadcast and Television Equipment **Camden, New Jersey**

*F.O.B. Factory, Camden, N.J.

NEW BBG TAKES OVER IN CANADA

At its first meeting late last month in Ottawa, the new Canadian Board of Broadcast Governors (BBG) decided to write all Canadian stations that regulations in force when the BBG took over the job of regulating Canadian broadcasting on Nov. 11, would continue in existence until the BBG changed them. The BBG took over from the Canadian Broadcasting Corp. (CBC). The latter is under jurisdiction of the BBG. CBC continues to operate its government-owned stations and networks, but no longer regulates broadcasting in Canada. The BBG regulates the CBC and privately-owned broadcasting stations.

Here's the composition of the new regulatory body:

Dr. Andrew Stewart, 54-year-old chairman of the BBG, was head of the Royal Commission on Price Spreads of Food Products, when he was appointed to his new post. He also has not yet resigned as president of the U. of Alberta, but will do so soon. His job as BBG chairman pays about $20,000, and he will make his home at Ottawa.

The other two fulltime appointments to the board are Roger Duhamel, 42, writer and former French-language newspaper editor, who receives about $18,000 in his new post, and G. Carlyle Allison, 51-year-old editor of the *Winnipeg Tribune*, who leaves that post for the $16,000 job on the BBG.

The 12 parttime governors of the BBG who receive $100 a day and expenses when attending meetings, are Joseph F. Brown, 54, Vancouver florist; Dr. Mabel G. Connell, Prince Albert, Sask., dentist; Guy Hudon, 54, dean of the faculty of law at Laval U., Quebec City; Yvon Sabourin, 59, Montreal corporation lawyer; Mrs. R. G. Gilbride, Montreal community worker; Colin B. Mackay, 38, president of the U. of New Brunswick, Fredericton; Roy D. Duchemin, 55, vice-president and managing director of the *Sydney* (N.S.) *Post;* J. David Stewart, 48, automobile dealer of Charlottetown, P.E.I.; the Rev. Emlyn Davies, minister of Yorkminster Baptist Church, Toronto; Dr. Eugene Forsey, 54, research director of Canadian Labor Congress, Ottawa; Edward A. Dunlop, 39, executive director of the Canadian Arthritis and Rheumatism Society, Toronto, and R. S. Furlong, lawyer of St. John's, Nfld.

Working under the BBG, the 11-member board of directors of the Canadian Broadcasting Corp. is faced at the outset with setting up economies in that government-owned organization. Revenue Minister Nowlan stated shortly after the appointments were announced that he expected the CBC board to set up an executive committee to delve into finances in view of anticipated increases in the cost of operating radio and tv stations and networks in the next few years. CBC will originate national programs as heretofore for use on networks, composed of its own and privately-owned stations. Independent stations also under the new Broadcasting Act will be able to establish their own competitive networks. [INTERNATIONAL, Sept. 8, Aug. 25].

Like the BBG board, the CBC board has no professional broadcasters as members, except president J. Alphonse Ouimet, CBC general manager, and Ernie L. Bushnell as vice-president and assistant general manager. Both have held these managerial posts for some years.

Revenue Minister Nowlan has explained why no practical broadcasters or people in show business were on either board, saying that BBG board members should act in a judiciary capacity and need not know technical aspects of the industry, while CBC board members, except for the two fulltime members, were appointed for their business knowledge and to represent the radio-tv audience on program content.

The only parttime CBC board member with radio-tv experience is Mrs. Kate Aitken, who for many years has been radio and tv commentator on a variety of sponsored programs, a job which she has given up in the past year. The parttime CBC directors receive $100 a day and expenses when attending meetings. The other parttime CBC board members are Mrs. Gertrude A. Carter, writer of Salmon Arms, B.C.; Mrs. Ellen Armstrong, Calgary, president of the Farm Women's Union of Alberta; William L. Morton, 50, Winnipeg history professor at the U. of Manitoba; Raymond Dupuis, 51, Montreal department store executive; Robert L. Dunsmore, 63, Montreal civil engineer; R. Whidden Ganong, 52, chocolate manufacturer of St. Stephen, N.B.; Charles Leeson, Stratford, Ont., manufacturer, and Dr. C. B. Lumsden, professor at Acadia U., Wolfsville, N. S.

Twenty European Networks Meet To Discuss Broadcasting Problems

Worldwide television hookups for a potential audience of several hundred million was among topics discussed at the week-long annual general assembly of Union European Rediffusion. The union comprises 20 European radio-tv networks.

The sessions, headed by the BBC's Sir Ian Jacob in Munich, were attended by a U.S. Information Agency delegation and Mr. and Mrs. Bruton Paul from the National Assn. of Educational Broadcasters. Also in attendance were associate members from U.S., Japan, Australia and Britain's ITV network.

Other items on the agenda last month: broadcasting radio-tv rights from the 1960 Olympic Games in Rome and copyright questions in connection with Eurovision, the European tv hookup.

Foreign Tv Outlets to Reach 700 By Year's End—USIA Forecasts

Some 80 new overseas television stations went on the air in the third quarter of 1958, but tv receivers in use were increasing at a slower rate, according to figures released by the USIA. The new stations figure compares with 57 in the second quarter of 1958.

Western Europe led with 56 new stations, Latin America had seven, the Far East five and the Middle East and South Asia two each. Behind the Iron Curtain, Russia had five tv stations begin operations in the three-month period, Czechoslovakia two and East Germany and China one each. There now are 639 overseas tv stations and USIA estimates the figure will go above 700 by the end of the year.

There were an estimated 21,585,200 tv sets in use abroad as of Sept. 30, according to USIA. This represents an increase of 1.4 million sets during the third quarter, compared with increases of 1.7 million and 2 million in the second and first quarters, respectively. The agency's figures exclude the U.S., its territories, Canada and Armed Forces stations.

USIA also announced that a 6-6:30 p.m. English language tv class sponsored by the agency on a Mexico City station achieved the highest rating (29% of tv homes) for that half-hour in Mexican history.

Media Lacking in World News, Carnegie Peace Group Charges

Mass media are not doing their job in informing U.S. citizens on United Nations and world affairs.

This condemnation comes from the Carnegie Endowment for International Peace after a two-year national survey made under a grant from the Ford Foundation. Newspapers, radio and television are singled out for criticism in the report released late last month.

The report attacks what it finds to be mass media's argument for stress on local and national news—that of little interest in world news. This is disputed by the report, which goes on to say that even if there is a low public interest in international news, "this stems in part at least from the quality of presentation." Among the findings: Only one American in 10 appears strongly interested in world affairs; U.S. daily newspapers normally devote less than 5% of their news space to foreign news and less than 1% to the UN, and yet newspapers, tv, radio and news magazines reach a high proportion of community leaders, few of whom are reached by speeches, films, books or pamphlets.

The project was directed by a steering committee. More than 1,300 community leaders in 12 representative cities were interviewed on the subject of the United Nations.

In the report, tv networks come in for criticism. "Thus far, the networks, with their enormous potentiality for informing the public, have fallen far short of their responsibilities." The tv networks, it was noted, occasionally contribute notably to informing the public on foreign affairs with year-end broadcasts, extensive coverage of the UN during certain crucial debates (Middle East crisis, for example) but "in general, coverage of world news and UN news has been minimal and indeed all news and public affairs programs have been crowded out of the prime television hours of 7:30 to 10:30 p.m."

Needed, according to the report: quality in programming news and information about world events, with "imagination and inter-

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Say:

JULES RUDOMINER
Vice-President
Rayco Manufacturing Co., Inc.

BERNARD KRAMER
Vice-President and Rayco Account Supervisor
Emil Mogul Co., Inc.

MR. RUDOMINER MR. KRAMER

"In this complex business, Advertising Age does an authoritative job of bringing the wide, wide picture of advertising and marketing into sharp focus. Whether it's a controversial new idea, straight news reporting, or thought-provoking interpretation, we agree Ad Age is an invaluable aid in keeping us abreast of significant developments in the field."

JULES RUDOMINER was general manager of Stewart Brooks, a chain of ladies' shoe stores, before joining the Rayco Manufacturing Co. in 1949. His merchandising background has helped him play a key role in the consistent growth of Rayco's franchised-store operation, now totaling 150 outlets across the country. In 1953, Mr. Rudominer was named a vice-president of Rayco, where his duties include directing work on the firm's account done by its agency, the Emil Mogul Co. A native of New Jersey, Mr. Rudominer attended Rutgers University.

BERNARD KRAMER, with 24 years of advertising experience to his credit, became a vice-president of the Emil Mogul Co. early in 1958. He started with the Mogul agency in 1956, after almost a decade as head of his own New York agency. Born in Heilbron, South Africa, Mr. Kramer came to the United States as a youth and attended both Johns Hopkins and New York universities. When not concerned with guiding the Mogul company's creative efforts for Rayco, he devotes some of his time to PTA activities in Rockville Centre, Long Island.

Whether they view the marketing world as advertisers or as agency executives, admen know they can see it *in full* through Advertising Age's unique editorial eye. That's why most of the decision-makers of importance to you consider Ad Age "an invaluable aid." And, it follows, of course, that your sales message in Ad Age can get the same careful attention that AA's "wide, wide picture of advertising and marketing" receives week in, week out from those who *influence* as well as those who *activate* major broadcasting decisions.

At Rayco Manufacturing Co., Inc., for example, spot television and radio get the biggest slice of the advertising pie. A leading marketer of auto seat covers and convertible tops, Rayco awarded 60% of its $2,000,000 ad budget for 1958 to air media—using 75 markets. Plans for 1959 indicate an increased ad budget, with spot broadcasting coming in for an even greater share of the total. Every Monday, *28 paid-subscription copies of Ad Age* bring the news and trends of marketing to this important advertiser and its agency, Emil Mogul Co., Inc.

Add to this AA's more than 42,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 12,500 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Ad Age a most influential medium for swinging broadcast decisions your way.

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ABC ABP NBP **1 Year (52 issues) $3**

STRAIGHT SHOOTIN'

ALL 28 OF TOP 28 SHOWS
35 OF TOP 38 SHOWS
42 OF TOP 50 SHOWS
84% OF TOP 50 SHOWS
ON WREX-TV

*BASED on 20 county survey conducted July 19 thru July 25, 1958 by Amer. Research Bureau.

CBS-ABC NETWORK AFFILIATION
represented by H-R TELEVISION, INC.
J. M. Baisch, General Manager

WREX-TV
CHANNEL 13 ROCKFORD

...to you and you
...from you...you
...and you

No Christmas gift is more widespread or important in effect than Christmas Seals which fight tuberculosis. Given by most Americans, they help make possible the greatest gift of all—health, life itself.

To give the gift that saves lives ... use Christmas Seals on every letter, card, and package... and be sure to send in your contribution today.

Buy and use Christmas Seals

This space contributed to the National Tuberculosis Association and its affiliates by

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

INTERNATIONAL CONTINUED

est" of tv newsmen and "strong support" by top management.

Radio was credited with an "improvement" in its coverage of world news, the UN and public affairs in general, though the committee "recognizes that this trend results from a heavy emphasis on music and news stemming in large part from the absence of great commercial demand for radio time and the networks' need to provide an outlet for their news staffs."

New CBS Zurich, London Units To Circulate Parent's Tv Fare

The formation of CBS (Europe) SA, in Zurich, Switzerland, and of CBS Ltd., London, has been announced by Merle S. Jones, president of the CBS Television Stations Div. The companies are wholly-owned subsidiaries of CBS Inc.

Michael Burke, director of network programs, England, for CBS-TV for the past year, has been appointed managing director of both organizations. Anthony C. Bartley, a representative for CBS Films Inc. in London, has been named director of sales for CBS Ltd.

Mr. Jones said these companies will be engaged in the licensing and distribution of CBS Films and other television properties. CBS Europe, he said, will be involved also in the production of films for television.

CBC Takes Over Yukon Station

CFWH Whitehorse, Yukon, has been taken over by the Canadian Broadcasting Corp., Ottawa, and will be operated from CBC Pacific regional offices at Vancouver, B. C. CFWH came into being in 1942 during construction of the Alaska Highway. Since then, volunteers of the Canadian Army and Royal Canadian Air Force have operated the station for military personnel in the area and the small civilian population. Now, CFWH will have CBC programs and is likely to get new equipment.

CBC has announced that CFYK Yellowknife, Northwest Territories, and CFYT Dawson, Yukon, will be taken over later on a similar basis.

CBC Employes Voting on NABET

A referendum is now being taken of 2,000 members of the Assn. of Radio & Television Employes of Canada, all working for the Canadian Broadcasting Corp., to join the National Assn. of Broadcast Employes & Technicians. The vote is to be completed on Dec. 20. If a majority of ARTEC members vote to join NABET, the Canadian unit of NABET will have 3,700 members and be almost equal in size to NABET in the United States. NABET is currently negotiating with CBC for a 20% wage increase.

INTERNATIONAL SHORTS

Allied Artists International's London office moves into new quarters at 93/95 Wardour St., W. 1.

O'Brien Adv. Agency Ltd., Vancouver, B. C., has opened Toronto, Ont., office at 11 Adelaide St. West, with George F. Sayers, managing director, as manager of Toronto office.

EDUCATION

Radio-Tv Among Media Scheduled For Study by Educational Group

A new national advisory committee, authorized by the National Defense Education Act signed last September by President Eisenhower, was announced last week to do research on the use of television, radio, movies and tape recordings in education. The announcement was made by U. S. Commissioner of Education Lawrence G. Derthick. The committee will approve research grants from a $1.5 million fund set up by Congress.

Members of the committee besides Comr. Derthick, chairman, are: Harry C. Kelly, an assistant director of the National Science Foundation; Chancellor Glenn T. Seaborg of the U. of California at Berkeley; the Very Rev. Robert J. Slavin, president of Providence College in Rhode Island; Howard Nostrand of the U. of Washington; Wanda Mitchell of the Evanston, Ill., Township High School tv project; Austin Meadows, Alabama Superintendent of Education; Elizabeth Golterman, director of audio-visual education for the St. Louis, Mo., public schools; Scott Fletcher, president of the Fund for Adult Education, New York; Richard B. Hull, director of radio-tv, Ohio State U.; L. C. Larson, director of the audio-visual center, Indiana U.; Leland Hazard, Pittsburgh Plate Glass Co.; Ralph McGill, editor, *Atlanta Constitution*, and Clayton H. Brace, assistant to the president of KLZ-AM-TV Denver, Colo.

Three members of the committee, Messrs. Seaborg, Hull and Hazard, are also directors of the Educational Television & Radio Center in Ann Arbor, Mich.

ETV Series on Supreme Court

A new seven-part series of tv film programs produced by Educational Tv & Radio Center, Ann Arbor, Mich., will be made available to etv stations this month. Titled *Decision: The Constitution in Action*, the half-hour programs re-enact some of U.S. Supreme Court's most important cases. Following etv station exposure, the films will be distributed by Columbia U. press center for mass education to schools, colleges and adult groups. Narrated by CBS newsmen Robert Trout, the shows were written by Erik Barnouw, associate professor of dramatic arts at Columbia.

Roster Set for Georgia Institute

The U. of Georgia's Henry W. Grady School of Journalism has announced its 14th annual Georgia Radio & Television Institute for Jan. 28-29 at the Center for Continuing Education, Athens. Leading industry figures are slated to discuss subjects of interest to broadcasters and students taking courses in radio-tv.

EDUCATION SHORT

National Assn. of Educational Broadcasters plans to distribute WBBM Chicago's public affairs series, *Impetus*, to some 105 affiliated stations for use early next year. Literary series, presented each week in cooperation with U. of Chicago, was unusual choice for NAEB, according to Robert E. Underwood, network manager of NAEB, which seldom selects programs from commercial stations.

Holiday Dinner

Appetizers

ver

Louisiana shrimp cocktail

California crab meat

Soups

Michiga bean

Rhode Island chicken noodle

Texas steak

irginia ham

For almost everyone in America today, the zest and excitement of holiday eating carry through the entire year . . . because the motor truck has revolutionized our distribution system to bring us daily deliveries of greater varieties of fresher, more nutritious foods *no matter where we live!*

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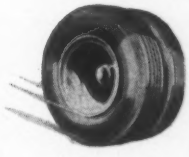

THE WHEELS THAT GO EVERYWHERE

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A HAZARD THAT NEVER SLEEPS

A daily occurrence — Radio and TV Stations are accused of

LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

through act of station, staff, announcer, speaker, talent, commentator, sponsor.

THE SPOKEN WORD IS MASTER!

BUT you can INSURE

against embarrassing loss by having our unique

Excess Policy

at amazingly low cost. Write for details and rates

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In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

'Shadow' Builds WHBQ Audience

Housewives, workers and car drivers in Memphis, Tenn., never know when they might be visited by "The Shadow," who offers a chance to win $100. In a daytime audience-pulling promotion stunt at WHBQ Memphis, News Director Charles Sullivan poses as the Shadow, and pays surprise visits at homes, offices and also with motorists. The Shadow roams the city by car and several times a day stops to give his location on-the-air. The lucky listener will be able to identify the location as his home from the Shadow's description. The cash prize will be awarded for going out "to meet and greet the Shadow." Motorists tuned to WHBQ can identify themselves by hearing their license number, make of car, and the highway or street they are traveling on at the time. If the driver pulls to the curb, the Shadow broadcasts the ensuing interview from the scene, and the driver is $100 richer.

Opportunity Knocks Grow Louder

People with initiative, ideas and abilities to run their own business, and unafraid to tell their ideas to top flight business and investment men on television, are urged to appear on the program *Opportunity Knocks*, which premiered Nov. 17 on KAKE-TV Wichita, Kan. Commercially sponsored by the Ford Motor Co. in behalf of Private Enterprise Inc., the initial 12-week program will place three persons on their way to owning a business, in partnership with P.E.I. The program offers $25,000 to each of the three best business ideas if P.E.I. counselors are convinced that the businesses can succeed. They will provide the money as a capital investment and become the new businessman's partner on a 50-50 basis until such a time that he can buy out the partner. The search for modern day Horatio Algers is also carried by KAKE-TV's associate Kansas stations—KTVC (TV) Ensign and KAYS-TV Hayes.

'Bold Venture' on Sales Safari

Ziv Television Programs, New York, is backstopping its newest syndication property, *Bold Venture*, with an intense promotion campaign which, when implemented by client and station, runs 45 days preceding the on-air premiere. Dubbed "Enthusiasm Plan," the program consists of sales contests, customer mailings and dealer telegrams, etc. It is designed to whip up local enthusiasm, Ziv tells advertisers.

WSAI Pays For Its Weight

How much do five WSAI Cincinnati disc jockeys weigh? Listeners were invited to send their opinions, based on clues provided by the five personalities in question, to the station's "Guess the Weight" contest. The winner came within one pound of guessing the correct weight and was awarded a prize of 10 cents per pound, according to WSAI.

Party Visits Spark WTCN Drive

Approximately $6,000 was raised by WTCN Minneapolis in a six-hour radiothon in behalf of the local Ken Johnson "Pay Off the Mortgage" drive. Mr. Johnson, who was sheriff of Ramsey County, Minnesota, was killed in the line of duty, and the campaign was started to help his widow and three children pay off the mortgage on their

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EST)

NBC-TV

Dec. 8-12, 15-17 (2-2:30 p.m.) *Truth or Consequences*, participating sponsors.

Dec. 8-12, 15-17 (2:30-3 p.m.) *Haggis Baggis*, participating sponsors.

Dec, 8, 15 (7:30-8 p.m.) *Tic Tac Dough*, Procter & Gamble through Grey.

Dec. 8, 15 (10-10:30 p.m.) *Arthur Murray Party*, P. Lorillard through Lennen & Newell.

Dec. 9 (8-9 p.m.) *Eddie Fisher Show*, Liggett & Myers through McCann-Erickson and RCA Victor through Kenyon & Eckhardt.

Dec. 10, 17 (8:30-9 p.m.) *The Price Is Right*, Speidel through Norman, Craig & Kummel and Lever Bros. through J. Walter Thompson Co.

Dec. 10 (9-10 p.m.) *Jerry Lewis Show*, Timex through Peck Adv.

Dec. 11 (10:30-11 p.m.) *Masquerade Party*, P. Lorillard through Lennen & Newell.

Dec. 12 (8-9 p.m.) *Ellery Queen*, RCA through Kenyon & Eckhardt.

Dec. 13 (8-9 p.m.) *Perry Como Show*, participating sponsors.

Dec. 14 (5-6 p.m.) *NBC Opera Co.* presents "Amahl and the Night Visitors," Pontiac through MacManus, John & Adams.

Dec. 14 (7-8 p.m.) *Hallmark Christmas Tree*, Hallmark through Foote, Cone & Belding.

Dec. 14 (8-9 p.m.) *Steve Allen Show*, DuPont through BBDO, Polaroid through Doyle Dane Bernbach and Greyhound through Grey.

Dec. 14 (9-10 p.m.) *Dinah Shore Chevy Show*, Chevrolet through Campbell-Ewald.

Dec. 16 (8-9 p.m.) *George Gobel Show*, RCA through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

Dec. 17 (9-9:30 p.m.) *Milton Berle Starring in the Kraft Music Hall*, Kraft Foods Co. through J. Walter Thompson Co.

home, according to WTCN. Three party groups in the Twin City area contributed $100 each when WTCN personality Stuart Lindman offered to be "sold" for charity during the radio drive. Mr. Lindman attended the three parties to collect the donations and to entertain the guests with a direct broadcast from the party via the station's mobile unit. To continue the campaign, WTCN also sponsored a public dance and carnival Nov. 29.

Gifts Flow in WAKE Celebration

With the theme, "You'll Always Remember November," WAKE Atlanta celebrated its third anniversary in a month-long schedule of giveaways, stunts, games and contests. Among the activities: The distribution of thousands of birthday cakes and quarts of ice cream; a helicopter landing at a shopping center where turkeys and hams were given to shoppers; albums and records sent to listeners whose names were drawn from WAKE's "Birthday Barrel of Fun"; special benefits in many Atlanta stores for members of the station's "Hit Parade Club," and the awarding of an all-expense paid trip for two to the 'Gator Bowl football event in Jacksonville, Fla., Dec. 27.

Expose Series Debuts on KCOP

Filmed exposes of timely subjects are featured in the new program series, *Inside Story*, which premiered last Wednesday (Dec. 3) on KCOP (TV) Los Angeles. Starring KCOP news reporter Pat Michaels, who films events as they happen with hidden cameras, the initial program took viewers to Mexico to show the ease with which dope can be smuggled across the border. Entitled "We Smuggled Dope," the kickoff show presented Mr. Michaels, disguised as a tourist, shown purchasing large quantities of heroin, marijuana and other drugs, KCOP said.

Baptists Plan 'Viewing Parties'

Southern Baptist Convention, in promotion of its weekly "Televangelism 1959" series to be programmed on 13 consecutive Sundays beginning Jan. 4, is promoting Sunday afternoon "tv viewing parties." Some 700 local chairmen, both pastors and laymen, are preparing news materials, "viewing party" arrangements, and supplies of spiritual guidance booklets for viewers, according to the Convention. The half-hour dramas are part of *This Is the Answer* series produced by the Southern Baptists.

KXLW Speeds Request Service

Record requests get prompt service under a new system introduced in the St. Louis area by KXLW, that city. In order to fulfill requests immediately, KXLW has installed an automatic record player filled with the top 60 song hits as listed by a weekly survey. To hear a request, the listener obtains a "Top 60" list from a record store, and then must call KXLW to give the number of his choice. The selection is played immediately, the station reported.

Stamp Plan Saturates St. Louis

P-I-P (Purchasers Insurance Plan), St. Louis, which offers trading stamps redeemable for life insurance policies, is gathering full steam with its $20 million extra stamp dividend week promotion, which started Dec. 3 in radio-tv and print. Launched in the St. Louis market last Nov. 12, the new campaign involves extension of saturation radio offers on KWK St. Louis d.j. programs and commercial spots on tv stations. The company ticketed an initial budget of $250,000 for St. Louis, and the plan is to be introduced in other markets. A book filled with 200 stamps enables holders to apply for an insurance policy. The company is headed by Ralph Flannery, former vice president of the Inland Empire Broadcasting Co.

Aces Score High in Ad Contest

In the first weekly "Ad of the Week" contest promoted by WBBF Rochester, N. Y., almost 80% of the entrants voted for one of the five Jane and Goodman Ace commercials for Borden's Instant Coffee. To honor the winning ad, WBBF broadcasts hourly congratulations to the Aces, the agency (Doherty, Clifford, Steers & Shenfield), and the client. Borden's started a 24-spot-per-week schedule on WBBF in October. Top-vote-getting Ace ad, the station reported, was the spot in which Jane Ace adds some "H_1O" to instant coffee, because all she wants is half-a-cup.

'Quiet' Ads Count for WPAT

The way to increase a radio audience, according to WPAT Paterson, N. J., is to emphasize "the quiet claim" in advertising. WPAT discounts trick promotions and contests at rating time and, instead, concentrates on more subtle claims in print. WPAT has run a series of four full-page ads in *The New Yorker* magazine in which the phrase, "in the air everywhere in New York . . . WPAT!," is printed in the sky area of various New York City views. Reprints of the station's ads in the print medium have been sent to agencies and clients to announce that for October WPAT rated an average increase of 25.77% in the hours 6 a.m. to 12 midnight over the same period a year ago, according to Pulse.

Sales Sing in WERE Record Show

Columbia Records' Mitch Miller and WERE Cleveland's personality, Bill Randle, teamed up Nov. 30 for an on-air promotion of the "Christmas Sing Along With Mitch" LP album, resulting in a total of more than 2,300 telephone orders for the album from Higbee's department store, one of Mr. Randle's sponsors. During his 2-7 p.m. Sunday show, Mr. Randle invited listeners to telephone the station for C.O.D. or charge account orders for the album. Mr. Miller directed the various Cleveland singing groups invited to the studio show. Richard M. Klaus, vice president and general manager of WERE, reported that by the following Tuesday afternoon, Higbee's had

THE
AMPEX 351
WITH
ALL NEW ELECTRONICS
SEE YOUR AMPEX DEALER

AMPEX CORPORATION
professional products division
854 Charter Street
Redwood City
California

HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business

So close at hand
So very good
Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL
Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre

KNOTT HOTELS

sold nearly 1,000 more albums in the store as a direct result of the Sunday sales approach.

Auburn Appears on Alabama Tv

WSFA-TV Montgomery and three other Alabama stations have carried a special 10 Sunday series of Alabama Polytechnic Institute (known familiarly as Auburn) football game films following the Saturday games, according to WSFA-TV. The school-sponsored programs have been viewed by an estimated 2.5 million viewers this season, using normal commercial time to tell "The Auburn Story." WSFA-TV handled the game photography with the outlet's sports director, Leroy Paul, and Auburn coach Ralph "Shug" Jordan calling the play-by-play action. The other stations carrying the Auburn programs were WAPI-TV Birmingham, WKRG-TV Mobile and WMSL-TV Decatur. The series has received many favorable comments, according to WSFA-TV.

WCKR Promotes 'Horse Race'

You touch a lighted cigarette to one end of the specially treated little slip of paper, see, then you just hold it away from drafts and watch the "horses" race to the finish line. The horses are printed figures of actual animals which become lines of slowly moving flame when the paper has been lighted. WCKR Miami has been mailing these little Magic Race slips, well known to novelty shop customers, to advertise the station's coverage of racing, with Joe Tanenbaum. Potential customers of WCKR are told that the outlet's racing audience can mean "extra business for you."

Aid for Planning Spot Tv Costs

A "magic slate" for quick notation with an imprint of a formula to use to update costs of tv spot campaigns and to compute for packages has been sent to the trade by Blair-Tv and Blair Television Assoc., tv station representatives. The slate is to be used with the "Plans Board for Spot Television," a new aid for campaign planners that permits costs and rating information for a variety of schedules [PROGRAMS & PROMOTIONS, July 28].

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

LAWRENCE G. BUTLER, with Borden Foods Co., N. Y., since 1929, promoted from v.p. to executive v.p. **MARTIN A. GLASGOW** promoted from divisional controller to administrative v.p. **GEORGE M. McCOY** will retire as v.p. in charge of marketing Dec. 31, completing 32 years of service with Borden's. Named assistant v.p.'s were **A. J. BERRY, ROBERT E. KAHL, FRED J. BOARD, DAN W. MURCHISON, WALTER R. OLMSTEAD, EDWARD J. CRUGER** and **VICTOR J. STOLFI.**

NORMAN F. BEST, formerly v.p. of Erwin Wasey, Ruthrauff & Ryan, L. A., named v.p.-general manager, Campbell-Mithun, Minneapolis.

THOMAS W. BENHAM, investor relations division, Opinion Research Corp., Princeton, N. J., elected v.p. and director.

TOM MOOREHEAD, formerly sports director, WFIL Philadelphia, joins George L. Mallis Adv. agency, that city, as v.p. in charge of radio and tv.

CHAUNCEY F. KORTEN and **EDWARD B. HENDERSON,** Kenyon & Eckhardt, N. Y., art supervisors, elected v.p.'s.

WILLIAM BAGER, formerly v.p. of Needham, Louis & Brorby, N. Y., named v.p. and associate copy director of Leo Burnett Co., that city.

ROBERT W. DAILEY resigns as v.p. in Chicago office of McCann-Erickson Inc.

HAROLD PLATT, formerly marketing research product supervisor at Toni Co., Chicago, named v.p. of Edward H. Weiss & Co., that city.

JOHN H. HOAGLAND, BBDO television group supervisor, **W. DONALD MIX,** copy group head, and **CHARLES RUSSELL,** director of radio-tv, all in S.F. office, elected v.p.'s of agency.

DONALD L. GREENE, formerly advertising controller of Bulova Watch Co., named advertising manager of Rayco Manufacturing Co., Paterson, N. J.

PAUL MOORE, technical operations supervisor at WNBQ (TV) Chicago, resigns after 38 years with NBC to join Missile Div. of Chrysler Corp.

A. E. (SCOTTY) BRUBAKER, with Firestone Tire & Rubber Co., Akron, Ohio, since 1942, and most recently retail advertising manager, promoted to director of public relations for Firestone.

MARVIN DAVIS, advertising director, I. Miller Co., resigns to join Revlon as advertising branch manager.

W. ROGER COOPER, formerly with overseas division of American Home Products, named director of export advertising division, Norwich Pharmacal Co.

HUGH ENGELMAN, tv advertising manager at Motorola Inc., Chicago, appointed parts and accessories merchandising manager.

LLOYD E. KRONSNOBLE, formerly with SOS division of General Foods as advertising and sales promotion manager, to Edward H. Weiss & Co., Chicago, as account executive.

LLOYD CHAPMAN promoted from radio-tv director to assistant director, consumer division, Vic Maitland & Assoc., Pittsburgh. **WILLIAM E. BURGE** promoted from assistant to director of radio and tv, and **FRANK L. McKENZIE** from account assistant to assistant account executive, industrial division. All appointments effective Jan. 1, 1959.

THOMAS RHODES, formerly media director at Phillips Ramsey, San Diego, named media buyer at Erwin Wasey, Ruthrauff & Ryan, Los Angeles.

FLOYD SMITH, formerly with Campbell-Ewald, to John W. Shaw Adv., Chicago, as account executive.

WILLIAM PETERS, formerly account executive, Young & Rubicam, and most recently sales and sales promotion director, Drackett Co., to Sullivan, Stauffer, Colwell & Bayles as account executive on Lever Bros.

M. TRUMAN FOSSUM, former economist and market analyst, U. S. Dept. of Agriculture and research director, Grant Adv. Inc., **ERNEST J. DUNTON,** previously research analyst, Toni Div., Gillette Co., and **CHARLES B. SCHNEIDER,** test consultant, Bert Holland & Assoc., to Keyes, Madden & Jones, Chicago, as research analysts.

W. K. COCHRANE SR., formerly with Duffy, McClure & Wilder, Cleveland, to Wellman-Buschman Adv., that city, in account supervision and sales work.

HUGH McNEILL, formerly creative director of Holden, Chapin, LaRue Inc., Detroit, appointed assistant art director for Detroit office of Grant Adv. Inc.

FREDERICK D. SULCER, assistant copy director, **DONALD J. DICKENS, EDWARD C. McAULIFFE** and **RICKER VAN METRE JR.,** copywriters, Needham, Louis & Brorby, Chicago, named associate copy directors. **JOHN W. AMON** and **C. FRANKLIN JOHNSON,** art directors, named executive art directors, and **DR. PERHAM C. NAHL,** associate research director, appointed director of creative research.

JACK TYL DENNY, formerly with Atherton & Currier, N. Y., to Ted Bates & Co., N. Y., as copywriter.

FRANK A. KEARNEY, 60, v.p.-director of Geyer Adv., N.Y., died last Wednesday (Dec. 3) in Yonkers, N.Y. Mr. Kearney had been with W. Earl Bothwell Inc., Dancer-Fitzgerald-Sample Inc., and Alkins & Holden Inc.

CHARLES ARTHUR DIMOND, 53, retired from H. J. Heinz Co., Pittsburgh, as manager of advertising and public relations, died Nov. 21 following long illness.

FILM

MR. GRUENBERG

LEONARD S. GRUENBERG, formerly with RKO Radio Pictures as New York metropolitan division manager, elected v.p. of Gross-Krasne-Sillerman Inc., N. Y. Mr. Gruenberg will work primarily on sale of programs to regional and national advertisers and networks.

JOE JOEL, formerly general manager of Asher Joel Adv. Pty. Ltd., Australia, named general manager of Screen Gems Pty. Ltd., Australian affiliate of Screen Gems.

M. NICHOLAS GILROY, formerly service executive, Schwerin Research Corp., N. Y. and London, to Film Production Supervisors as head of planning and production of special commercials for research purposes.

FRED CROWL, formerly radio-tv director, WISC-TV Madison, Wis., to Klau-Van Pieterson-Dunlap Inc., Milwaukee and Chicago, as head of radio-tv and industrial film department, replacing **ROBERT R. LONG,** resigned.

C. D. (DON) McCORMICK, formerly v.p. in charge of UPA's eastern office, named director of studio operations, Sturm Studios, N. Y.; **NICHOLAS NEWTON,** formerly with Academy Pictures, named account executive at Sturm.

CARL A. RUSSELL, formerly in regional sales for Ziv Television Programs, to Independent Television Corp. as manager of regional sales, headquartering in Chicago.

JACK MAJOR, formerly with commercial department of Jam Handy and with United-World Film Div., Universal Pictures International, named special projects head in sales promotion depart-

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings
1

ment, United Film & Recording Studios, Chicago. **CHARLES A. STUMPE,** former sales training consultant, appointed general sales manager.

JACQUES GRINIEFF, president of Pacific Film Assoc. Inc., appointed to handle foreign distribution of Jayark Films Corp. tv film series.

AL COHAN, formerly with Universal Pictures in advertising and publicity department, to MGM, N.Y., publicity department.

JACK L. TARBIS, formerly with CBS-TV, joins Chicago branch of Filmack Studios as account executive in its tv and industrial film department.

HOWARD MONTGOMERY, assistant casting director for Ziv Television Programs, Hollywood, has been promoted to casting director, following resignation of **BENN JACOBSON.**

ROBERT ELLIS MILLER, director, has signed non-exclusive contract multiple picture deal with Screen Gems, Hollywood, to do 30 tv films during next 18 months.

KENNETH EVANS, formerly story editor for Columbia studios, to 20th Century-Fox Television, Hollywood, in similar capacity.

NETWORKS

MR. FISHER

THOMAS K. FISHER, with CBS since 1955 as assistant general attorney, appointed v.p. and general attorney of CBS-TV Stations Div.

BURT NODELLO, since 1956 in charge of literary department for Mishkin Agency, Beverly Hills, Calif., named manager of program development for ABC Western Div. (new post).

BROADDUS JOHNSON JR., formerly with Paul H. Raymer Co., to NBC Radio Sales staff.

SOL STEIN, co-writer with Tom Waldman on ABC-TV daily *Liberace Show*, will perform in similar capacity with writer Edward Brand on upcoming videotape daytime series, *Fun in Hawaii*. Both programs are produced by Don Fedderson Productions.

COL. NUSSBAUM

COL. HOWARD L. NUSSBAUM, (USAF ret.), 47, former NBC program director and one-time radio chief in World War II European operations, died Nov. 30 in Chicago's Sheldrake Hotel. Col. Nussbaum served as director of radio programs for NBC New York before entering service in 1942. During WW II he was press relations chief for Gen. Omar Bradley as well as radio chief in European theatre. He returned to NBC in 1946 as production manager, then was recalled to Air Force in 1948, handling public relations for Gen. James Van Fleet in Greece. He retired in 1950 after plane crash that injured both legs.

STATIONS

MR. GRISHAM

CHARLES F. GRISHAM, v.p. and general manager of WAPI-AM - FM - TV Birmingham, Ala., since 1957, elected president and general manager of Alabama Broadcasting System (operator of WAPI-AM-FM-TV). Mr. Grisham was formerly general sales manager of WLWA (TV) Atlanta, Ga., and began his broadcasting career in 1939 with WLW Cincinnati.

BENEDICT GIMBEL JR. elected president and board chairman of WIP Broadcasting Inc., Phila. Other officers: **RALF BRENT,** v.p.; **A. ARTHUR MILLER,** secretary-treasurer, and **WILLIAM T. NACE,** assistant treasurer. Board of directors are Mr. Gimbel, Mr. Brent, **ROBERT M. BROWN, WILLIAM L. BUTLER, JOHN P. CRISCONI, CLIFFORD C. HARRIS** and **DANIEL LOWENTHAL.**

ROBERT L. STONE, since 1955 v.p.-general manager of WABC-TV New York, resigns. With network since 1952, he was successively account executive, business manager of tv network sales department, business manager and director of television services department.

MR. KIBBEY

HUGH L. KIBBEY named national sales manager of WFMB-TV Indianapolis, Ind. Mr. Kibby started at WFBM in 1942 as continuity writer, was later head of continuity department, then program director for WFBM-TV. Prior to his promotion, he was sales service manager for radio and television and tv film buyer. **WILLIAM E. FAGAN,** assistant program manager for sales, to film buyer, effective Jan. 1, 1959.

CLAYTON BRACE, assistant to general manager of KLZ-AM-TV Denver, Colo., named to advisory committee for National Defense Education Act. Committee will consult with Dept. of Health, Education & Welfare, Washington, D. C., on use of radio, tv, motion pictures and related media in education field.

JOE MILLER, formerly sales manager of KFMB San Diego, to KOBY San Francisco as station manager.

BILL CAMPERSON, program director and d.j. at WHOL Allentown, Pa., promoted to station manager, replacing **JAMES F. CHAMBERS,** resigned. **DAVE VAN SANT,** d.j., adds duties of WHOL program director. **JOE McLAINE,** formerly with WEEU Reading, Pa., as d.j., joins WHOL in similar capacity.

HAROLD A. DORSCHUG, formerly director of operations at WHCT (TV) Hartford, Conn., named director of engineering for WTIC-AM-FM-TV Hartford.

WAYNE SMITH, formerly program director of KFOR Lincoln, Neb., appointed chief engineer and announcer of WFMQ (FM) Chicago, city's newest fm outlet, operating on 107.5 mc. Other appointments: **RUSSELL B. BUTLER,** formerly with NBC and WTTW (TV) in Chicago, to announcer, and **CHARLES KUNZLER,** engineer.

BARRETT H. GEOGHEGAN, WABC New York account executive, named sales manager.

REG STREETER named sales manager of KWIP Merced, Calif.

CHARLES BENGTSON, formerly at WNHC New Haven, Conn., to WWCO Waterbury, Conn., as head of sales department. **ROBERT GILLESPIE,** previously continuity and news director at WWCO, promoted to program director.

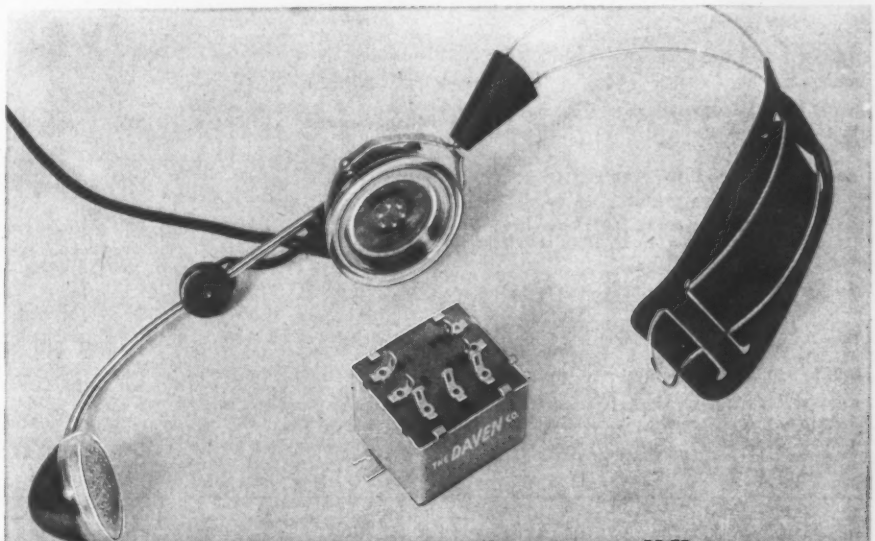
RICHARD A. O'LEARY, formerly with KTTV (TV) Los Angeles as account executive, named assistant general sales manager at KABC-TV Los Angeles.

CLIFF ENGLE, Don Lee newscaster and commentator, has been appointed news director of KFRC San Francisco, effective Jan. 5, 1959.

STEVE FAYER, formerly with WSBA-TV York, Pa., appointed promotion manager of WTOL-TV Toledo, Ohio, scheduled to go on air Dec. 5 [AT DEADLINE, Dec. 1]. Other WTOL-TV appointments: **JAMES T. LYNAGH,** production manager; **JOSEPH D. ALLOWAY,** art director; **RONALD W. COLON,** continuity director; **ARTHUR C. MICHAUD,** film director; **DANIEL E. MORRIS,** public affairs director; **PAT TIGHE,** traffic manager, and **KITTY JACKSON,** assistant promotion manager. Air personalities: **STEVE GILMARTIN, CLEM GENDRON, JACK BORDEN** (all three formerly with WHCT [TV] Hartford, Conn.), **DOUG** and **ORRIS TABNER, TOM FINN, BROOKS MORTON** and **OSCAR HUFF.** Staff members: **JOHN G. KELLY,** director; **JOSEPH A. EVERETT,** director; **JOSEPH R. GAGNOH,** film editor; **WALTER J. SCHEUER,** auditor, and **RONALD F. SCHNEIDER,** floor manager.

GENE WIKE, announcer and newscaster at KIMA-TV Yakima, Wash., promoted to assistant news director of Cascade Broadcasting.

MAL HANSEN, farm service director of WOW Omaha, Meredith station, elected v.p. of Travel & Transport Inc., and on Jan. 1, 1959, will take



New transistorized headset amplifier for TV studio communication

Daven announces a new Transistorized Interphone Amplifier, Type 90, which provides a marked improvement in studio communications. As a companion unit to the Western Electric Type 52 headset, advantages of this transistorized amplifier over the normal induction coil are:

1. A gain of 20 db.
2. Mounts directly in place of the induction coil.
3. Sidetone automatically adjusts when additional stations join the circuit. Receiver level minimizes local acoustical interference.
4. No significant increase in power consumption.
5. Permits up to 32 stations.
6. Manual control with external variable resistor, if desired.
7. Operates from 24 volt "Talk Bus" independent of polarity.

Write today for further information.

THE DAVEN CO.
LIVINGSTON, NEW JERSEY

TODAY, MORE THAN EVER, THE DAVEN ® STANDS FOR DEPENDABILITY

over new duties as head of farm study tours department of travel organization.

CHARLIE MURDOCK, air personality, WQAM Miami, adds duties of program director, replacing **KENT BURKHART,** who resigns effective Dec. 12. **BOB CHASE,** formerly with WEBC Duluth, Minn., joins WQAM as d.j.

JOHN STENKAMP, news and sports reporter at Cascade Broadcasting Co., Yakima, Wash., since 1953, named news director of Cascade, succeeding **JOHN KNIEVEL,** resigned to become administrative assistant to newly-elected congresswomen Catherine May.

JAMES R. VAN de VELDE, formerly production manager of WISN-TV Milwaukee, appointed supervisor of program production for Triangle Stations, headquartering in Philadelphia.

DON BRICE, formerly reporter for KIRO-TV Seattle, Wash., named acting program manager for KIRO.

JOHN H. TRIGG, with KVOO Tulsa, Okla., since 1942, named assistant program director and chief announcer.

DOUGLAS E. SMITH, formerly at WTAR Norfolk, Va., to WKMF Flint, Mich., as director of news and program manager.

RAY LUTHER, formerly assistant news director, WVKO Columbus, Ohio, to WCLT Newark, Ohio, as news director.

JACK F. AGNEW, formerly with WJMO Cleveland, to KTVW (TV) Tacoma-Seattle, Wash., as promotion director. **ROBERT J. REVERMAN,** formerly with KPIC (TV) Roseburg, Ore., to KTVW as account executive. **MRS. CLEO BEDFORD ROBERTS** resigns as publicity director of KTVW to join sales department of KTNT-TV Tacoma.

PAUL C. HOLTER JR., formerly sales manager for W. J. Lancaster Co., S. F., to KLX Oakland, Calif., as account executive.

JIM McAUGHAN joins KNUZ Houston as account executive.

R. G. (GARY) REAMES, formerly account executive with KCMO Kansas City, to WHB Kansas City sales staff.

MacDONALD DUNBAR, formerly account executive with MBS New York, to WOR-TV New York in similar capacity.

EDSON JAMES CAMPBELL, formerly distributor with Bardahl Oil Co., St. Louis, to WOWO Ft. Wayne, Ind., as member of sales staff.

LOU REKER joins KPHO Phoenix, Ariz., in sales department.

ROY L. MITCHELL, formerly staff announcer with KVOO-TV Tulsa, Okla., to KAKC, that city, as account executive.

HENRY E. LIENAU, art instructor at U. of Houston, joins art staff of KTRK (TV) Houston.

EDWARD J. GOODRICH, formerly art director of WHCT (TV) Hartford, Conn., to KYW-TV Cleveland in similar capacity.

MRS. VERA BEARDSLEE, formerly with USAF legal department in Germany, to KTLA (TV) Los Angeles in publicity and public relations department, replacing **AUDREY BLACKFORD.**

BOB GAGE, announcer at KFOX Long Beach, Calif., joins disc jockey staff of KBIG Santa Catalina, Calif., Dec. 22. He replaces **JIM O'LEARY,** resigned.

TOM MATTS, formerly news director of KELP El Paso, Tex., to KBOX Dallas news staff.

GILBERT H. WOGAN, 52, chief engineer of Allegheny Mountain Network since 1953 and headquartered at WTRN Tyrone, Pa., died Dec. 1 following heart attack. Mr. Wogan also served with radio intelligence division of FCC during World War II and later with Raytheon, Sylvania and various Pennsylvania stations.

MICHAEL BLANCARD, 47, news staff member of WHTN-TV Huntington, W. Va., died Nov. 7 in Huntington following long illness.

REPRESENTATIVES

BERNARD P. PEARSE, with Weed Television Corp., Detroit, since 1947, elected v.p. in charge of Detroit activities. **EDWIN C. METCALFE,** manager of Weed's Los Angeles office since 1955, elected v.p. in charge of west coast activities.

EDWARD A. W. SMITH, formerly with WIP Philadelphia and Edward Petry & Co. to New York sales staff of Adam Young Inc.

PROGRAM SERVICES

MR. DUNN

LLOYD W. DUNN appointed v.p. of artists and repertoire division of Capitol Records Inc., Hollywood. **JOHN K. (MIKE) MAITLAND** elected to succeed Mr. Dunn as v.p. of sales and merchandising. **GORDON R. (BUD) FRASER** succeeds Mr. Maitland as director of sales and **BILL TALLANT,** formerly Capitol assistant national sales manager, named merchandising director, Mr. Fraser's former post. **LOU SCHURRER,** director of advertising and package design, moves to artist and repertoire division as director of packaging and scheduling.

KENNETH R. JENSEN, account executive, Martin Co., L. A., to manager of Editorial Dept., Warner Bros. Records, Burbank, Calif. Added to N. Y. offices as manager of promotional searvices is **HARRY ANGER,** last with RCA Victor promotion.

SANDY TOWT, formerly with Lennen & Newell and McCann-Erickson, to Gotham Recording Corp., N. Y., as account executive.

ARTHUR STREGER, formerly advertising director of Food Farm Inc., Staten Island, N. Y., appointed account executive for Columbia Transcriptions Div., Columbia Records, N. Y.

HARVEY SCHEIN, formerly with Roseman, Goldmark, Colin & Kaye, New York legal firm, named general attorney for Columbia Records, succeeding **NEIL KEATING,** appointed general manager of Columbia LP Record Club. **FLOYD KERSHAW,** in charge of Columbia Records sample service for past five years, named to newly-created position of manager, production coordination and sample service.

BERT ALLENBERG, 59, head of motion picture department of William Morris agency, died Thursday (Nov. 27) in Beverly Hills, Calif., after suffering cerebral hemorrhage Nov. 25.

PROFESSIONAL SERVICES

KENNETH SMITH, associate promotion manager, United Press International, named promotion manager.

A. VICTOR GOLBE resigns as director of advertising and sales promotion for Aldon Rug Mills Inc., Lenni, Pa., to join *Tv Junior* magazine as director of advertising.

SAMUEL G. BLACKMAN, Associated Press' New York and New Jersey bureau chief, named general news editor, succeeding late **PAUL R. MICKELSON.**

JOHN HAYES appointed mid-central regional editor of *Tv Guide* magazine, headquartering in Cincinnati.

MANUFACTURING

MR. McPHEE

JOSEPH R. McPHEE JR., formerly legal counselor and assistant to v.p. of planning, Sanders Assoc., Nashua, N. H., to Telechrome Manufacturing Corp., N. Y., as administrative v.p. for all its facilities, located in Amityville, L. I., Los Angeles and Chicago.

JOHN G. COPELIN, v.p. and comptroller of ITT's International Standard Electric Corp. subsidiary, elected v.p. and comptroller of ITT, in addition to present position.

FRED A. MARTIN, with Sylvania Electric Products Inc., N. Y., since 1951, appointed general sales manager for parts division of Sylvania.

WILLIAM B. TOULOUSE appointed corporate advertising manager of Monsanto Chemical Co., St. Louis, effective Dec. 15, succeeding **H. C. HOLMES,** resigned. **CHARLES L. GRISHAM,** assistant advertising manager for company's organic chemicals division, succeeds Mr. Toulouse as Inorganic Chemicals Div. advertising manager.

LEWIS E. GILLINGHAM, formerly marketing manager for RCA International Div., appointed marketing director and advertising manager of Altec Co., L. A.

HAROLD HUNTSMAN, formerly remote supervisor for KABC-TV Los Angeles, to engineering department of Collins Radio Co., western division, Burbank, Calif.

TRADE ASSNS.

MARK WALDEN, with Television Bureau of Advertising since April, placed in charge of film production.

EDUCATION

STEVE de SATNICK, formerly technical director in master control at WPIX (TV) New York, named chief engineer of Metropolitan Educational Television Assn., N. Y., replacing **DONALD R. COLLINS,** resigned to join Video-Tape Productions Inc., N. Y., as chief engineer.

INTERNATIONAL

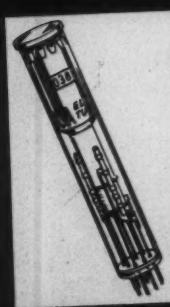
PETER AYLEN, director of radio and visual services, United Nations office of public information, has been seconded for two years as general manager of Jamaica Broadcasting Corp. **W. GIBSON PARKER,** presently director of information service, European office of UN, will replace Mr. Aylen during his period of secondment.

DOUGLAS S. GREIG, local sales manager of CKWX Vancouver, B. C., to general sales manager of CFUN Vancouver.

KEN CHISHOLM, transmitter sales manager of RCA Victor Ltd., Toronto, Ont., to sales manager of technical products division of RCA Victor Ltd., with headquarters at Montreal, Que.

JOHN LINDSAY, announcer of CHWO Oakville, Ont., to announcer of CKGB Timmins, Ont.

ALLIED always has the BROADCAST TUBES you need



IMMEDIATE DELIVERY ON

RCA 7038

ALLIED is the world's largest supplier of power and special-purpose tubes for broadcast station use. Look to us for immediate, expert shipment from the world's largest stocks of electronic supplies.

See your ALLIED 452-page 1959 Buying Guide for station equipment and supplies. Get what you want when you want it. Catalog copies are available on request.

ALLIED RADIO

100 N. Western Ave., Chicago 80, Ill.

Phone: HAymarket 1-6800

Station Authorizations, Applications

Nov. 26 through Dec. 3

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

ACTION BY FCC

Huntsville, Ala.—Rocket City Tv Inc.,—Granted ch. 31 (572-578 mc); ERP 9.08 kw vis., 4.54 kw aur.; ant. height above average terrain 982 ft., above ground 119 ft. Estimated construction cost $59,700 first year operating cost $140,000, revenue $150,000. P. O. address 1500 Glenwood Dr., Huntsville. Studio and Trans. location Monte Sano Blvd. and Sunset Ave., Huntsville. Geographic coordinates 34° 44' 16" N. Lat., 86° 32' 2" W. Long. Trans. GE, ant. GE. Legal counsel James Cleary, 610-614 Terry-Hutchens Bldg., Huntsville. Consulting engineer Raymond Watson, Charlotte St., Anniston, Ala. Owners are **John S. Gregory Jr.** and **James R. Cleary** (24% each), **Wharton K. Burgreen** and **Robert M. Darby** (21.6%) and others. Mr. Gregory is in insurance. Mr. Cleary is attorney. Mr. Burgreen is restaurateur. Mr. Darby is in real estate and insurance. Announced Nov. 26.

Existing Tv Stations

ACTION BY FCC

WIRN (TV), Channel 12, Ironwood, Mich.—Granted application to change station location to Wakefield, change trans. location and ant. height to 680 ft., change trans. type and increase ERP to 4.9 dbk (3.09 kw) visual and 2.6 dbk (1.82 kw) aural. Announced Nov. 26.

Translators

ACTIONS BY FCC

Valley Translator System (Odell E. Setliff) **Quitaque** and **Turkey, Tex.**—Granted applications for two new tv translator stations, each to serve both Quitaque and Turkey; one to operate on ch. 70 to translate programs of KGNC-TV (ch. 4), and the other on ch. 76 to translate programs of KFDA-TV (ch. 10), both Amarillo.

Albany Electronics Inc. (% Donald W. Bubar (609B South 2nd) **Laramie, Wyo.**—Granted application for new tv translator station to operate on ch. 82 to translate programs of KTVR (ch. 2), Denver, Colo.

CALL LETTERS ASSIGNED

K71AN Boonville, Calif.—Anderson Valley Tv Inc.

K8OAO Spirit Lake, Iowa—Spencer Area Tv Inc.

K72AT, K75AM Bemidji, Minn.—Headwaters Tv Translator Corp.

K78AK, K82AF Cass Lake, Minn.—Headwaters Tv Translator Corp.

K70BG, K74AR Deer River, Minn.—Headwaters Tv Translator Corp.

K71AO Wallowa Valley, Ore.—Wallowa Valley Tv Assn. Inc.

W83AA Palmerton, Pa.—Upper Lehigh Translator Service Corp.

APPLICATIONS

Kingman, Ariz.—Mohave County Board of Supervisors—chs. 70, 78 and 82, to translate programs of KLRJ-TV Henderson, Nev., KTVK-TV Phoenix and KOOL-TV Phoenix, both Arizona, respectively.

Likely, Calif.—Likely Tv Club—ch. 74, to translate programs of KOTI (TV) Klamath Falls, Ore.

Athol and Shelburne, Mass.—Springfield Tv Bcstg. Corp.—ch. 32 to translate programs of WRLP (TV) Greenfield, Mass., in Athol; ch. 74 to translate WRLP programs in Shelburne.

Redwood Falls, Minn.—Redwood Tv Improvement Corp.—chs. 70, 73, 77, 80, and 83; to translate programs of WCCO-TV Minneapolis, KTCA (TV) St. Paul, KSTP (TV) Minneapolis, KMSP (TV) Minneapolis and WTCN-TV Minneapolis respectively.

Claremont, N. H.—Springfield Tv Bcstg. Corp.—ch. 74, to translate programs of WRLP (TV) Greenfield, Mass.

New Am Stations

ACTIONS BY FCC

Page, Ariz.—Harold J. Arnoldus—Granted 1340 kc, 250 w unl. P.O. address 40 East 100 North St. George, Utah. Estimated construction cost $18,844, first year operating cost $40,000, revenue $45,000. Mr. Arnoldus, sole owner, is in loan business. Announced Nov. 26.

Hemet, Calif.—L & B Bcstg. Co.—Granted 1320 kc, 500 w D. P.O. address % **Luther Pillow,** 903 St. Francis, Kennett, Mo. Estimated construction cost $26,680, first year operating cost $48,000, revenue $60,000. Mr. Pillow, 5% owner KWYN Wynne, Ark., and **William L. Miller,** contractor, will be equal partners. Announced Dec. 3.

College Park, Ga.—Robert A. Corley—Granted 1570 kc 1 kw D. P.O. address 362 Schoen St. S.E., Atlanta, Ga. Estimated construction cost $8,452, first year operating cost $28,000, revenue $36,000. Mr. Corley, program director WQXI Atlanta, will be sole owner. Announced Dec. 3.

APPLICATIONS

Santa Maria, Calif.—Cal-Coast Bcstrs., 1480 kc, 1 kw D. P. O. address % **Edward E. Urner,** 1709 30th St., Bakersfield, Calif. Estimated construction cost $26,478, first year operating cost $72,000, revenue $96,000. Applicants are Mr. Urner, sole owner of KLYD Bakersfield, and

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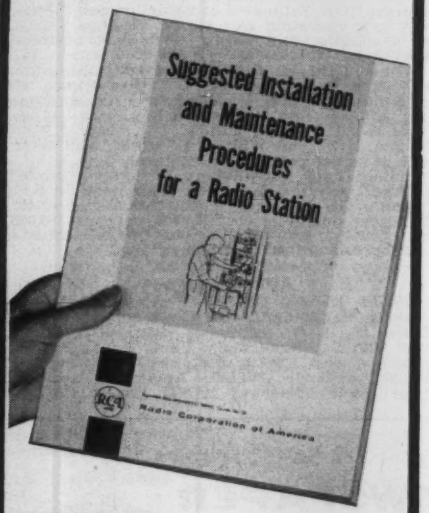

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Bryan J. Coleman, who is financier, each 50%. Announced Dec. 2.

Washington, Iowa—E. D. Scandrett, 1380 kc, 500 w D. P. O. address 423 S. Elm St., Kewanee, Ill. Estimated construction cost $18,000, first year operating cost $36,000, revenue $48,000. Mr. Scandrett, sole owner, is manager-chief engineer, WKEI Kewanee. Announced Dec. 1.

New Orleans, La.—Metropolitan Bcstg., 1550 kc, 10 kw D. P. O. address 2265 Clay St., San Francisco. Estimated construction cost $44,965, first year operating cost $95,000, revenue $105,000. **Philip B. Rosenthal,** sole owner, is in aircraft sales and leasing. Announced Dec. 2.

Glens Falls, N. Y.—Plattsburgh Bcstg. Corp., 1220 kc, 1 kw D. P. O. address 38 Court St., Plattsburgh, N. Y. Estimated construction cost $25,755, first year operating cost $48,000, revenue $55,000. **George F. Bissell,** sole owner, is controlling stockholder in WEAV Plattsburgh. Announced Dec. 1.

Bassett, Va.—S. L. Goodman, 900 kc, 250 w D. P. O. address Drawer 2-Y, 303 W. Main St., Richmond. Estimated construction cost $16,250, first year operating cost $25,000, revenue $28,000. Mr. Goodman, sole owner, is majority stockholder in WILA Danville, WYSR Franklin and WYTI Rocky Mount, all Virginia. Announced Dec. 2.

Existing Am Stations

ACTIONS BY FCC

KHOZ Harrison, Ark.—Granted increase of power from 250 w to 1 kw, continuing operation on 900 kc, D. Announced Nov. 26.

WNSM Valparaiso-Niceville, Fla.—Waived Sect. 3.30 of the rules to permit remote control from main studio located in Valparaiso. Announced Nov. 26.

KLIX Twin Falls, Idaho—Granted increase of daytime power from 1 kw to 5 kw, continuing operation on 1310 kc, 1 kw-N, with DA-N; engineering condition. Announced Nov. 26.

WWXL Manchester, Ky.—Granted change of facilities from 1580 kc, 250 w D to 1450 kc, 250 w U. Announced Nov. 26.

KRSI St. Louis Park, Minn.—Granted mod. of cp to specify station location at St. Louis Park. Announced Nov. 26.

WICE Providence, R. I.—Granted change of operation on 1290 kc from 500 w D to 5 kw-LS, 1 kw-N, U, DA-2, engineering conditions. Announced Nov. 26.

WLBG Laurens, S. C.—Granted increase of power from 250 w to 1 kw continuing daytime operation on 860 kc. Announced Nov. 26.

WOMT Manitowoc, Wis.—Granted renewal of license. Announced Nov. 26.

APPLICATIONS

KWIZ Santa Ana, Calif.—Cp to increase daytime power from 1 kw to 5 kw; change from employing directional ant. nighttime to directional ant. night and day (DA-2) and install new trans.

WMFJ Daytona Beach, Fla.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WFOM Marietta, Georgia—Cp to increase daytime power from 250 w to 1 kw and install new trans. (Contingent on WBLJ Dalton, Georgia, increase daytime power.)

WRPB Warner Robins, Ga.—Cp to increase power from 1 kw to 5 kw and install new trans.

WJPD Ishpeming, Mich.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WMIN St. Paul, Minn.—Cp to increase daytime power from 250 w to 500 w and install new trans.

KXLQ Bozeman, Mont.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WKCB Berlin, N. H.—Cp to change frequency from 1230 kc to 600 kc; increase power from 250 w, U. to 500 w, 5 kw-LS.

KGRT Las Cruces, N. M.—Cp to increase power from 1 kw to 5 kw, install new trans, and make changes in ant.

WHCC Waynesville, N. C.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WMRN Marion, Ohio—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KCRO Johnstown, Pa.—Cp to change frequency from 1230 kc to 850 kc; increase power from 250 w unl. to 500 w, 5 kw-LS; change ant.-trans. location; install directional ant. day and night (DA-2); install new trans. and delete remote control.

WSBA York, Pa.—Cp to increase daytime power from 1 kw to 5 kw; install new trans. and make changes in daytime directional ant. pattern.

WABV Abbeville, S. C.—Cp to change frequency from 1590 kc to 900 kc; decrease power from 1 kw to 250 w (daytime) and make changes in transmitting equipment.

WTHE Spartanburg, S. C.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KNOW Austin, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

KPOS Post, Tex.—Cp to change ant.-trans. and studio location to Slaton, Tex.; delete remote control operation of trans. and change station location from Post to Slaton.

WFTR Front Royal, Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WSLS Roanoke, Va.—Cp to make changes in directional ant. system.

WBTH Williamson, W. Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WLCX La Crosse, Wis.—Cp to increase daytime power from 250 w to 1 kw, install new trans. and make changes in ant. system (increase height).

WLDY Ladysmith, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WOBT Rhinelander, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

WRCO Richland Center, Wis.—Cp to increase daytime power from 250 w to 1 kw and install new trans.

CALL LETTERS ASSIGNED

WTHG Jackson, Ala.—Jackson Bcstg. Co., 1290 kc. Changed from WPBB.

KBLU Yuma, Ariz.—Desert Bcstg. Co., 1320 kc.

KDEO El Cajon, Calif.—Balboa Bcstg. Corp., 910 kc. Changed from KBAB.

WKIZ Key West, Fla.—Florida Keys Bcstg. Corp., 1500 kc. Changed from WFKB.

WOKS Columbus, Ga.—Radio Muscogee, 1340 kc.

KNDI Honolulu, Hawaii—James T. Ownby, 1250 kc.

WDEA Ellsworth, Me.—Coastal Bcstg. Co., 1370 kc.

KLOP Long Prairie, Minn.—KWAD Bcstg. Co., 1400 kc.

KXGO Fargo, N.D.—North Dakota Bcstg., 790 kc. Changed from KFGO.

KBRX O'Neill, Neb.—Sun Bcstg. Inc., 1400 kc. Changed from KVHC.

KNDE Aztec, N.M.—I.E. Shahan, 1230 kc.

KGEL Bend, Ore.—Clarence E. Wilson, 900 kc.

KCCR Pierre, S.D.—Great Plains Bcstg. Corp., 900 kc.

New Fm Stations

ACTIONS BY FCC

San Diego, Calif.—Marietta Investment Corp.—Granted 100.7 mc, 18.4 kw. P.O. address 1405 Fifth Ave., San Diego. Estimated construction cost $36,500, first year operating cost $3,330. Applicant which in July 1958 acquired complete control of Wrather-Alvarez Bcstg. Inc., is owned 63-7/11% by **J.D. Wrather Jr.** and 16-4/11% by **Edward Petry & Co.** Announced Nov. 26.

Hartford, Conn.—General Bcstg. Inc.—Granted 93.7 mc, 7 kw unl. P.O. address One South Main St., West Hartford. First year operating cost $22,800, revenue $24,000. Owners are **Maxwell Gubin** (34%), **Samuel Gubin** (33%) and **Robert Goldenhill** (33%). Maxwell Gubin is in hi-fi sales and service; his brother, Samuel, is with United Aircraft. Mr. Goldenhill is Sun Chemical Co. employe. Announced Nov. 26.

East Liverpool, Ohio—East Liverpool Bcstg. Co.—Granted 104.3 mc, 27.1 kw. P.O. address Box 760, East Liverpool. Estimated construction cost $24,796, first year operating cost $4,000, revenue $4,000. Applicant is licensee of WOHI East Liverpool. Announced Nov. 26.

San Juan, Puerto Rico—Segismundo Quinones Jr.—Granted 98.5 mc, 17.5 kw. P.O. address Box 490, San Juan. Estimated construction cost $26,337, first year operating cost $37,200, revenue $38,500. Applicant is with WAPA San Juan. Announced Nov. 26.

Norfolk, Va.—Electronic Research Inc.—Granted 99.7 mc, 11.5 kw. P.O. address 700 Sparrow Rd., Norfolk. Estimated construction cost $1,795, first year operating cost $9,500, revenue $11,000. Owners **Eric B. Zoro** (48.1%) and **Dexter E. Phibbs** (44.5%) are with WAVY-TV Portsmouth, Va. Announced Nov. 26.

Seattle, Wash.—Chem-Air Inc.,—Granted 101.5 mc, 10 kw. P.O. address 1411 4th Ave., Suite 1112, Seattle. Estimated construction cost $15,701, first year operating cost $25,000, revenue $22,000. **William E. Boeing Jr.,** sole owner, also owns one-third of KWLD Longview, Wash. Announced Nov. 26.

Seattle, Wash.—Sight and Sound—Granted 96.5 mc, 14.5 kw. P.O. address 1555 Parkside Dr., Seattle. Estimated construction cost $25,792, first year operating cost $12,000, revenue $12,000. Owners are **Mr. and Mrs. Cortlandt T. Clark.** Mr. Clark until recently was in station representation. Announced Nov. 26.

APPLICATIONS

San Jose, Calif.—United Bcstg. Co., 100.3 mc, 2.86 kw. P.O. address De Anza Hotel. Estimated construction cost $12,000, first year operating cost $36,000, revenue $36,000. Applicant is licensee of KEEN San Jose. Announced Dec. 2.

Waukegan, Ill.—News-Sun Bcstg. Co., 106.7 mc, 34.7 kw P.O. address Box 500. Estimated construction cost $26,122, first year operating cost $17,000, revenue $22,000. Applicant is licensee of WKRS Waukegan. **F. Ward Just,** 43.58% owner, also owns 39.5% of WROK-AM-FM Rockford, Ill. Announced Nov. 25.

East Lansing, Mich.—Mid-State Bcstg. Corp., 92.3 mc, 29.2 kw. P.O. address % Robert J. Coleman, Box 289. Estimated construction cost $54,547, first year operating cost $33,500, revenue $34,000. Owners are **James F. Anderton** (66.67%), iron and steel executive; **John P. McGoff** (16.67%), Mich. State U. concert manager; and **Robert J. Coleman** (16.67%), executive secretary, Mich. Assn. of Bcstrs. Announced Dec. 2.

Cincinnati, Ohio—North Cincinnati Bcstg. Co.

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104.3 mc, 1.7 kw. P.O. address 6004 Wiehe Road. Estimated construction cost $11,473, first year operating cost $3,000, revenue $3,000. Equal partners are **Edward L.** and **Alvin W. Fishman,** both in appliances, and **Fred J. Fishman,** in lubricating equipment. Announced Dec. 2.

Sandusky, Ohio—Lake Erie Bcstg. Co., 102.7 mc, 5.88 kw. P.O. address Box 1209. Estimated construction cost $13,908, first year operating cost $1,200. Applicant is licensee of WLEC Sandusky. Announced Dec. 1.

Providence, R.I.—Buckley-Jaeger Bcstg. Corp., 94.1 mc, 3.36 kw. P.O. address 144 Westminster St. Estimated construction cost $13,850, first year operating cost $9,300, revenue $9,000. Applicant is licensee of WHIM Providence. Announced Dec. 3.

Bellingham, Wash.—International Good Music Inc., 92.9 mc, 20 kw. P.O. address 1151 Ellis St. Estimated construction cost $16,530, first year operating cost $30,000, revenue $30,000. Applicant is owned by licensee of KVOS Bellingham. **Rogan Jones,** 86.49% owner, also owns 60% of KPQ Wenatchee, Wash. Announced Nov. 25.

Green Bay, Wis.—Norbertine Fathers, 102.5 mc, 15.3 kw. P.O. address 115 S. Jefferson St. Estimated construction cost $20,450. Applicant is licensee of WBAY-AM-TV Green Bay. Announced Dec. 1.

Existing Fm Stations

ACTION BY FCC

WMTW-FM Mt. Washington, N. H.—Granted six months temporary authority to rebroadcast on multiplex basis, under its SCA authorization, play-by-play descriptions of basketball and hockey games originating from WHDH-FM Boston, Mass. Commissioner Ford dissented Announced Nov. 26.

CALL LETTERS ASSIGNED

WDRC-FM Hartford, Conn.—Conn. Bcstg. Co., 102.9 mc.

WANN-FM Annapolis, Md.—Annapolis Bcstg. Corp., 107.9 mc.

KNFM Midland, Tex.—Fm Assoc., 92.3 mc.

KBEC-FM Waxahachie, Tex.—Richard Tuck Enterprises, 93.5 mc.

WMNA-FM Gretna, Va.—Central Va. Bcstg. Co., 103.3 mc.

WIBA-FM Madison, Wis.—Badger Bcstg. Co., 101.5 mc.

Ownership Changes

APPLICATIONS

WEBJ Brewton, Ala.—Seeks assignment of license from **William E. Brooks** and **William E. Brooks Jr.** to **J. E. Gardner** (WEBJ manager-engineer) and Mrs. Gardner for $50,800. Announced Dec. 3.

KMUZ (FM) Santa Barbara, Calif.—Seeks assignment of cp from **William H. Buckley** and **Richard Barrett-Cuetara,** d/b as **Tri-Counties Bcstg. Co.,** to Mr. Buckley tr/as Tri-Counties. No monetary consideration. Announced Dec. 2.

WXFM (FM) Elmwood Park, Ill.—Seeks assignment of license and SCA from **Mrs. Evelyn R. Chauvin Schoonfield** to **Edward Krupkowski,** service station owner, for $11,000 plus assumption of obligations. Announced Nov. 25.

WNIL Niles, Mich.—Seeks assignment of license from **Lawrence J. Plym,** tr/as **Niles Bcstg. Co.,** to **Niles Bcstg. Co.** (owned by **Star Pub. Co.**) for $133,000. Announced Dec. 1.

KRES St. Joseph, Mo.—Seeks assignment of license from **KRES Radio Corp.** to **MacRay Radio & Tv Corp. (Jock MacGregor,** actor, 90.6%) for $135,000. Announced Dec. 1.

WBUZ Fredonia, N. Y.—Seeks assignment of license from **Louis W. Skelly** to **Dunkirk-Fredonia Bcstg. Inc.** for $67,500. Buyer is **Dunkirk Printing Co.** Announced Dec. 1.

WSNB Islip, N. Y.—Seeks transfer of control of permittee (**Great South Bay Bcstg. Co.**) from **George E. Kline Sr.** and **George E. Kline Jr.** to **Seymour Malman** who will increase his ownership from 39.1% to 100%, paying Klines $1,900. Announced Dec. 3.

KWOE Clinton, Okla.—Seeks acquisition of negative control (50% each) by **Lonnie J.** and **Alice H. Preston,** through purchase of stock from **V. M. Preston** for $28,000. Buyers formerly held 32.83% apiece. Announced Dec. 12.

WTEL Philadelphia, Pa.—Seeks assignment of license from **Foulkrod Radio Engineering Co.** to **WTEL Inc.** for $450,000. Buyers are equal partners **John E.** and **George D. Hopkinson** and **Quentin C. Sturm** who also equally share ownership of WKAB Mobile, Ala. Mr. Sturm has 6.35% interest in WLOI La Porte, Ind. Announced Dec. 2.

KACT Andrews, Tex.—Seeks assignment of license from **Joseph E. Young** to **Clint Formby** (interest in KPAN Hereford and KTUE Tulia, both Texas), for $65,000. Announced Dec. 2.

WKTF Warrenton, Va.—Seeks transfer of negative control (50%) of licensee (**WKTF Inc.**) from **Martha Rountree Presbrey** to Paterson, N. J., physician **Fred James Crescente** for $30,000. Announced Dec. 1.

KULE Ephrata, Wash.—Seeks assignment of license from **Columbia Basin Bcstg. Co.** to **Coulee Bcstg. Corp.** for $75,000. Buyers are equal partners **Lloyd C. Hannah,** chief engineer, KELA Centralia-Chehalis, Wash.: **Donald R. Berry,** local sales manager, KPQ Wenatchee, Wash.; and **John R. Speidel,** department store manager. Announced Dec. 1.

KGA Spokane, Wash.—Seeks relinquishment of positive control of licensee (**Gran Bcstg. Co.**) by **L. F. Gran,** present 60% owner, through transfer of stock to **H-R Reps. Inc. Profit sharing Trust, Soren H. Munkhof, Jack Ellis, Mary Ellis, Stanley H. Guyer** and **Joseph M. Baisch** in return for certain proportionate amounts of notes of Gran Bcstg. which they presently hold. Mr. Gran retains 17%. Announced Dec. 3.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through Dec. 3

	ON AIR Lic.	ON AIR Cps	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,270	44	102	587
FM	543	29	113	71
TV	432[1]	82	106	99

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Dec. 3

	VHF	UHF	TOTAL
COMMERICAL	433	81	514[3]
NON-COMMERCIAL	28	8	36[4]

COMMERCIAL STATION BOXSCORE

As reported by FCC through Oct. 31

	AM	FM	TV
LICENSED (all on air)	3,270	543	432[1]
CPs ON AIR (new stations)	37	19	76[2]
CPs NOT ON AIR (new stations)	98	111	109
TOTAL AUTHORIZED STATIONS	3,405	673	664
APPLICATIONS FOR NEW STATIONS (not in hearing)	452	33	49
APPLICATIONS FOR NEW STATIONS (in hearing)	114	29	52
TOTAL APPLICATIONS FOR NEW STATIONS	566	62	101
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	414	26	41
APPLICATIONS FOR MAJOR CHANGES (in hearing)	46	0	16
TOTAL APPLICATIONS FOR MAJOR CHANGES	460	26	57
LICENSES DELETED	0	0	2
CPs DELETED	0	0	1

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf.)
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

Hearing Cases

FINAL DECISIONS

By order, Commission adopted and made effective immediately Oct. 16 initial decision granting application of **L&B Bcstg. Co.** for new am station to operate on 1320 kc, 500 w, D, DA, in **Hemet, Calif.** Announced Dec. 3.

By order, Commission adopted, with certain modifications, and made effective immediately Oct. 15 initial decision granting application of **Robert A. Corley** for new am station to operate on 1570 kc, 1 kw, D, in **College Park, Ga.** Announced Dec. 3.

INITIAL DECISIONS

Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Kenneth E. Shaw for new am station to operate on 1010 kc, 250 w, D, in Newport, N. H.

Hearing Examiner H. Gifford Irion issued initial decision looking toward granting applications of Alfred Ray Fuchs for increase of power of station KTJS Hobart, Okla., from 250 w to 1 kw, continuing operation on 1420 kc, D. KGFL Inc., to change facilities of station KGFL Roswell, N.M., from 1400 kc, 250 w, U, to 1430 kc, 1 kw-N, 5 kw-LS, DA-N, and Joseph S. Lodato for new am station to operate on 1420 kc, 1 kw, D, in Santa Rosa, N.M. Announced Dec. 1.

OTHER ACTIONS

Commission on Dec. 3 directed preparation of document looking toward granting application by J. E. Willis for new am station to operate on 1410 kc, 1 kw, D, DA, in Lafayette, Ind., and denying competing application of Crawfordsville Bcstrs. Inc., for similar facility in Crawfordsville, Ind. Initial decision of March 19 looked toward this action.

Majority of Commission on November 25 directed preparation of document looking toward denying proposals for low power tv "repeater" stations in vhf and uhf bands to pick up and retransmit locally programs of outside tv stations, and to terminate that rule making proceeding.

By order, Commission cancelled oral argument on application of Oregon Radio Inc., for extension of time to construct station KSLM-TV (ch. 3), Salem, Ore., and granted applicant's re-

continued on page 115

ALLEN KANDER
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1700 Broadway
AComa 2-3623

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Attention all managers, sales managers, salesmen, program directors, disc jockeys, production men, engineers and combo men! Are you ready for the big time? America's fastest growing radio group needs qualified and experienced personnel in all of the above categories for major market stations. If you are interested in a career with top pay and many extra benefits, tell us all in your first letter. All replies will be held confidential. Sorry, but we can not return tapes. Reply Box 722G, BROADCASTING.

Management

Manager strong in sales for small single station Pennsylvania market. Salary plus percentage. P. O. Box 679, Washington, D. C.

Sales manager. Experienced. Excellent opportunity. WHTG, Asbury Park, N. J.

Will have opening for two men in Alabama as managers, near future. Prefer men who train with organization for few months. Can put two young men to work at separate stations, as salesman first of year. Excellent salary and commission arrangement. Must have proven sales success, be rounded and versatile in radio. Future can lead to manager's job paying 10 thousand to 12 thousand a year and possible part ownership. Send full resume to Hudson Millar, WKUL, Cullman, Alabama.

Sales

Small—medium market managers—sales managers—come to the city and sell for the south's most progressive Negro radio group. Top salesmen make 8-10 thousand per year—advancing to managers making 12-15 per year. Opportunities unlimited—aggressive men 28 to 39. Send complete resume first letter. Box 785G, BROADCASTING.

Unusual opening for aggressive salesman, who wants to move up to substantial northeastern Ohio market. Guarantee up to $600 per month with top account list worth $12,000 to producer. Sales manager position open if you qualify. Best references required. Box 838G, BROADCASTING.

I would like to contact an experienced time salesman, with some capital to invest, who would like to team up with me, a chief engineer-salesman, to obtain cp and build station in south. Box 880G, BROADCASTING.

Tucson station wants proven high quality sales manager. Box 898G, BROADCASTING.

Salesmen wanted. 5 kw fulltimer midwest 100,000 market. No announcing. New owners must rebuild sales staff. Take over January. Also opportunity for sales-sports man. Box 902G, BROADCASTING.

Midwest independent station interviewing for successful salesman seeking bigger potential with management ambitions. Send full story in first letter. Box 917G, BROADCASTING.

Wanted: Experienced salesman. Must be idea man with announcing experience. Above average commissions. Car necessary. No floaters. Contact Manager, KCHE, Cherokee.

California, KCHJ, Delano. Serves 1,300,000. Increasing sales staff

Salesmen — Experienced. For booming Cape Canaveral area. Opportunities unlimited. Contact Jay Schoof, WEZY, Cocoa, Florida.

Sales manager with production savvy who wants to advance! If you're aged 30 to 45, have several years well-rounded radio experience, proven sales record and know-how in production spots, this 1000 watt independent offers liberal salary plus over-ride, car allowance, bonus, many fringe benefits. Excellent opportunity for competent man to advance in rapidly expanding organization. Personal interview required. List age, education, marital status, detailed experience in letter to WKAN, Kankakee, Illinois.

RADIO

Help Wanted—(Cont'd)

Sales

Hawaii calls! Experienced radio salesman. Must be creative, reliable, and sales management caliber. Manager will be available for personal interview December 22nd through 31st. Write full details care of McGavren-Quinn Corporation, 1741 Ivar, Hollywood 28, California.

Announcers

Good pay to start with even better pay later. Announcer needed growing station in America's land of opportunity. The magnificient southwest. Dry, healthful climate. Experience required, commission on sales, too, if you want to add to your income. Good references necessary, pleasant personality. Send tape and details to Box 757G, BROADCASTING.

Bright disc jockey with warm, outgoing personality who can program for adult audience on shows with rapidly rising ratings. No rock n' roll! Salary-talent setup with excellent working conditions. Metropolitan Ohio market. Send tape, photo and complete details first letter. Box 803G, BROADCASTING.

Top air personality needed immediately for top rated daytime show. Leading midwest independent music-news outlet. Sharp production. Good mature delivery mandatory. First phone required. No maintenance. Top money for right man. Write-wire. Box 804G, BROADCASTING.

Combined play-by-play sports plus area salesman. $75.00 weekly, commission, small car allowance. Nebraska station. Write Box 839G, BROADCASTING.

Personality disc jockey wanted for afternoon shift at 1,000 watt southern California 24 hour music and news station. Must be throughly experienced. Salary $110 for five day, 40 hour week. Send audition air-mail to Box 887G, BROADCASTING.

Announcer wanted: 1st phone; send tape with news, commercials, patter. Complete resume by letter. 30,000 pop. Pacific northwest. $100.00 plus per week. Box 893G, BROADCASTING.

Wanted: For a Piedmont, North Carolina daytimer a man who likes getting up in the morning; has a sincere interest in country music but who can also handle other shows. Experience not important, but willingness to work is. Send tape, photograph, and resume to Box 895G, BROADCASTING.

We have an opening in a Piedmont, North Carolina daytime station for a permanent staff announcer with an eye on advancement into news and production. Prefer someone who is willing to work and learn to someone who already knows it all. If interested, send photograph, resume and tape to Box 896G, BROADCASTING.

Experienced staff announcer. Two years. Three years college. Married, no personality dj. Excellent references. Presently employed. Interested in sports. Prefer southeast. Box 899G, BROADCASTING.

Top station in medium sized midwestern market has excellent opportunity for announcer-salesman. Send full details in first letter. Box 918G, BROADCASTING.

Greater Pittsburgh area station, member of growing chain, seeking staff announcer with minimum of 2 years experience, good employment record, good personal background. Quality operation that demands quality work. Excellent wages and opportunity to move up. Send resume, tape and photo immediately. Box 928G, BROADCASTING.

Washington, D. C. Modern format, top 40. Unusual deejay, good news, future. Box 929G, BROADCASTING.

Morning man for Boston. Fast bright, quick humor, tight prod., understand modern radio. Tape, resume to Box 930G, BROADCASTING.

One experienced morning man and one strong afternoon man for 250 watter. 100 miles from N.Y.C. Full time, many benefits. Salary open. Send tape and complete resume to Box 933G, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Need experienced announcer for staff work and play-by-play. Send tape, photo, personal history. Single station market, college town. Box 934G, BROADCASTING.

Wanted: Afternoon dj. Top station. Top buck. Great Lakes. Send tape and details to Box 948G, BROADCASTING.

Announcer with first or second class engineering license. Send references, photo, tape to Box 626, Suffolk, Virginia.

Wanted: Announcer for a 1000 watt independent in city of 11,000 in southwest. Prefer an experienced radio man with knowledge of music, news and sports. Car necessary. Salary open. Some talent fees. Send full information, photo, tape and references to KSCB, Liberal, Kansas.

Wanted: Announcer with first phone, no maintenance $5,000 for first year, 40-hour week. Paid hospitalization—paid life insurance—paid vacation. Call the manager of this 25 year old ABC affiliate. WEED, Rocky Mount, North Carolina.

Sports and staff announcer to replace man who earned 8 thousand a year as salesman and announcer to replace an announcer. Sales not required, but offer incentive to bigger earnings an-l possible future management and part ownership with small growing chain. Will pay good salary to straight sports and staff announcer. Prefer versatile man who can write copy and do program work. If no sales, however, will hire straight sports and staff announcer. Hudson Millar, WKUL, Cullman, Alabama.

WMGW Meadville, Penna. looking for friendly voice to serve loyal morning audience latest news, time, temperature, and good music. 40 hours, pleasant working conditions, experience necessary. Write stating salary requirements, background, refernces to Paul Brown, Program Director.

Reporter-newscaster to handle entire local news department at WSLB, Ogdensburg, N. Y. Please do not apply unless you have previous experience. Write for interview to George W. Bingham, P. O. Box 889, Poughkeepsie, N. Y.

If you want to get out of the rat race into a small but active, beautiful resort area market of Ellsworth-Bar Harbor, Maine, you may be interested in our new station. You get security, advancement, good income and excellent place to bring up a family. We get stable creative, experienced talent. Positions for program manager-announcer and announcer-engineer (first class). Require a written resume of experience, references and tape of air work. Please read this carefully. We do not want to waste your time. Coastal Broadcasting Company, Inc., Ellsworth, Maine.

Technical

Independent Connecticut daytime—combo man with 1st ticket for chief engineer position. Send resume, tape to Box 706G, BROADCASTING.

South central Kentucky 500 watt daytimer wants self-starting engineer, first class, who can sell. 12 hour air time a month. Afternoon dj country and western, short after school r&r session. Sell during morning. Sales manager who can sell, doesn't need a pep talk each morning, able to sell frequent station promotions, persistent but not obtrusive. Box 905G, BROADCASTING.

Engineer-announcer, come to vacationland in beautiful northern Michigan. Prefer first phone, but second ticket men can be used. Immediate need. 40-hour week, pleasant surroundings. Box 909G, BROADCASTING.

Iowa independent seeking good engineer-announcer with first class ticket. Salary open. Call Paul Benson, KAYL Storm Lake, Iowa. Today.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Florida top-rated, music and news operation, needs copywriter. Must be able to produce copious amount of quality copy for fast-paced station with modern sound. Box 828G, BROADCASTING.

Newsman wanted by independent in major Florida market to create news department coherent with stations fast pace and, "modern sound." Box 829G, BROADCASTING.

Program, production and promotion man. Storz-oriented, with McClendonknowhow who can Plough into the thick of a rating battle and Bartell the audience in terms ingenious and convincing enough to come up with top rating in big southern city. Box 830G, BROADCASTING.

News director. Must be able to take full charge of department, with heavy news schedule; be thoroughly experienced in local reporting, have an authoritative style and able to direct other news personnel. Leading north central, regional, in major market. Salary and working conditions above average. Will only consider applicants with successful background in similar position. Reply in detail, giving past experience, salary expected, and attach small photo, which will not be returned. Confidential. Box 840G, BROADCASTING.

Southern California music and news station needs throughly experienced newsman to head two man department. Should know how to gather, write and air news, and how to direct short-wave mobile unit. Send complete background and salary desired to Box 888G, BROADCASTING.

RADIO

Situations Wanted

Napoleon Jones . . . Wouldn't give a drowning man a glass of water if he were starving to death.

Texas stations stop! Creative, mature pd seeking change. Solid background in programming, news, production spots, music, overall operation and policy. Not just "modern" radio man—here's that reliable, hard-working "right arm". Every job in five years a proven success. Present position three years. Problem stations a speciality. Prefer small or medium markets. Box 914G, BROADCASTING.

Jock Laurence and the voices in the news—featured by over half a hundred radio stations coast to coast. N. L. Benton, President of WLOL Minneapolis, and KSO Des Moines, wrote: "Jock Laurence has been a regular feature of every one of our hourly newscasts for over a year. Mr. Laurence's reports have been newsworthy and in many instances have enabled us to score newsbeats of several hours over competing stations. We feel that the inclusion of Jock Laurence elevates our position and reputation as a news station." Jock calls you mornings and evenings with several exclusive news stories, featuring the voices of the newsmakers. Specially designed console feeding equipment guarantees high broadcast quality. Tailored individually with your call letters fore and aft, Jock will report to your listeners from your Washington Newsroom. Jock Laurence and the voices in the news is the original regularly scheduled "beeper" news service to network affiliates and independents alike. His roster of long-time clients includes CBS, NBC and ABC affiliates who, like the independent stations, are proud of the sound and prestige of maintaining their own Washington news staff. Well known to your congressional delegation, Jock and his staff check daily for local items for your listeners. The 45-second capsuled national, international and local reports are designed for insertion in your newscasts. Since pioneering this unique service two-and-a-half years ago, several imitators have appeared and faded from the scene. Don't buy the imitators before you hear a free audition and compare. Call, wire or write for a list of client stations nearest you and check our reputation and quality of news throughly. Jock Laurence Radio News Network, Chastleton Hotel, Suite 715, 1701 16th St., N.W., Washington 9, D. C., ADams 2-8152. Member: Senate-House Radio-TV Gallery, Radio-TV Correspondents Association, National Press Club.

Management

Manager, fifteen years experience, desires permanent opportunity to make and share profits. Box 528G, BROADCASTING.

Sales manager, successful with local, regional, national assignments. Proven record. Box 855G, BROADCASTING.

Manager, presently employed, 17 years experience as manager, commercial manager, program director in top markets. Also agency and network experience. Best references past employers. Box 863G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

Mr. Owner: Twenty year man seeks first management opportunity. Strong sales and programming. Former network announcer. Consider program job or commercial manager. Family man, age 40. Box 894G, BROADCASTING.

General manager for free. New accounts pay my way. 22 years experience. Available January 1st. Box 919G, BROADCASTING.

Mr. Station Owner—If you have an independent station, programming western music, or would like to program western music, I have a format with clean cut combo men (5 men), management, sales, news, sports, copy, production, mobile news, special events, first class engineers, etc. Latest survey gives us 51.8 in city of 60,000 with 4 radio and one television station (we did not buy the survey). The tougher the market the better we like it. Available after first of year. You come see me or I will come see you—write Box 924G, BROADCASTING.

Attention Miami, Florida area radio and television stations. Am young, intelligent, hard working general manager eastern radio independent. One of top ten markets. Thorough knowledge all phases station operation. 12 years radio-tv. Age 35. College grad. Desire sales or management position with Miami area station. Pay contingent on results. Write Box 932G, BROADCASTING.

Manager—presently engaged. 10 years experience. Good sales concept. Leg man type of manager. Box 943G, BROADCASTING.

Sales

Good sales technique. Prefer deal including air work. Versatile. Write copy. Operate board. Box 850G, BROADCASTING.

Salesman-announcer desires position in Alaska, Canada or Hawaii. 14 years experience including management. Box 885G, BROADCASTING.

Announcers

Announcer, third class ticket, 10 years experience. A-1 voice. Married. Box 959F, BROADCASTING.

Sports announcer basketball, baseball, football. Excellent voice, finest of references. Box 547G, BROADCASTING.

Play-by-play staff-pd, 6 years experience. College graduate, 24, married, dependable, top references. Box 827G, BROADCASTING.

As advertised! One announcer, voice swell for all sell, vet, single, fully trained. Box 831G, BROADCASTING.

Just released on market—mature announcer, family. 3½ years experience, medium market. You name, I've had, including short pay. Inherent knowledge listenable music. Want advancement in respectable operation desiring steady man for family type organization. Tapes, photo, references. Midwest or south. Box 836G, BROADCASTING.

Spirituals-folk music specialist. Good background. Staff announcer. Versatile. Cooperative. Box 848G, BROADCASTING.

Experienced attractive girl announcer—will consider any radio work in metropolitan New York area. Excellent copywriting and time sales. Box 852G, BROADCASTING.

Morning personality, ready larger market assignment. Copy, sales, operate board. Reliable. Box 857G, BROADCASTING.

News special events-plus. Announcer-writer-producer. Radio and tv. Box 858G, BROADCASTING.

Top announcer-eight years experience wants job at an Alabama station. Box 878G, BROADCASTING.

Personality-dj; strong copy, sales, gimmicks. Cooperative, reliable. Operate board. 882G, BROADCASTING.

Negro dj. Good training, background. Operate board. Sales and programming. Box 883G, BROADCASTING.

Announcer. Modern sound. Experienced. Styled for California, Boston, Washington, Philadelphia. Box 884G, BROADCASTING.

Deep resonant voiced announcer with working knowledge of the business. Prefer news, commercial, dj. available after January 19. Box 886G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Experienced newscaster, disc jockey. Presently working New York market. All information first letter. Box 889G, BROADCASTING.

Voice like Martin Block. All nite or late evening show. Box 891G, BROADCASTING.

9 months experience. 21, 4-F, some college, strong on news. Available in January. Box 892G, BROADCASTING.

Announcer—4 years experience in quality broadcasting. Veteran. Prefer eastern U. S. Box 900G, BROADCASTING.

One of the best heads west! Syracuse, New York mid-day dj with first ticket and family in San Diego area January 5. Desire permanent coast radio position. Seven years tops in town with music of past, present, future presentation. The delight of management, sponsors, listeners. Age 27. Eye to future. Box 903G, BROADCASTING.

Personality deejay, announcer. Family man in metropolitan market offers ten years experience (rock to Rachmaninoff) to big-idea station. Box 908G, BROADCASTING.

Attention small stations: Skillfully trained announcer—enthusiastic, promotion minded. Forty-five weekly minimum. Box 910G, BROADCASTING.

Available February 1—after completion of six months active Army duty. 1½ years experience as newsman and deejay. College graduate. Box 912G, BROADCASTING.

11 years radio, all phases including sports. Excellent voice and character, family, college graduate. Tv potential. Desires permanency in well known organization, Maryland or Virginia. Box 915G, BROADCASTING.

Attention, Ohio—North, east, central—top notch free lance basketball sportscaster available on season or game basis. Now employed daytimer. Box 916G, BROADCASTING.

Young announcer, ambitious, alumnus of N. Y. Radio School, light experience, go anywhere. Box 920G, BROADCASTING.

Sportscaster or staff announcer. 22, single, draft exempt. College graduate with college radio experience. Available immediately. Box 925G, BROADCASTING.

Announcer, two years experience with first phone license wants weekend position within weekend traveling distance of N.Y.C. residence. Minimum $2.00 hour. Box 923G. BROADCASTING.

Florida—Announcer, tops with news, commercials, good music; 1st ticket. Box 927G, BROADCASTING.

Country music dj, recording artist available. Best references. Employed. Nationally known. Energetic, creative. I'm looking for a future, can you offer me one? Must be permanent. Box 937G, BROADCASTING.

Announcer, 1st phone, no maintenance, 3 years experience, college, married, $100, permanent. Box 946G, BROADCASTING.

DJ play-by-play sports and news. Available January 5. Relocate midwest or Florida. 6 years experience mostly in major metropolitan market, programming and production. Married, child. Minimum $125.00. Box 949G, BROADCASTING.

Experienced announcer: Excellent references, family, southeast preferred. Dick Hoff, 7423 Taylor, Minneapolis.

Young, enthusiastic announcer, presently employed, wishes better position. Veteran, dependable, ambitious contact; Eddie King, KWOC, Poplar Bluff, Missouri.

Top flight personality available, call collect, Rip Rogers, NEwton 9-3678. — 54-08 Roosevelt Ave., Woodside, Long Island, New York.

Dear Sir: I need a job. If you have an opening, I can offer experience, good reputation, dependability and successful announcing, entertainment background for job with responsibility, normal pay and opportunity to also program a personality dj show. Can sell if job not dependent on selling. Available immediately, your area. Phone, wire Mr. Smith, 1410½ Court, Empire 3-6901, Salem, Oregon.

Technical

Experienced engineer-announcer on new music type. Box 876G, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Technical

Chief engineer, salesman, announcer. Experienced construction and directional. Wants position in south, with option to buy part interest. Box 881G, BROADCASTING.

Married man, 36, 1st radio-telephone, desires employment. Relocate anywhere but prefer small city. Limited capital available if interested in partnership. H. Rosenberg, 5222 New Perry Hwy., Erie, Penna.

Production-Programming, Others

Newsman. 10 years experience, includes broadcasting, reporting, network writing. State Peabody award winner, journalism degree. Box 672G, BROADCASTING.

Program director, first phone, announcer-family. Can you afford me? Box 821G, BROADCASTING.

Above-average newswriter, five years documented background, newspapers, radio, television. Am not combination newsman-announcer-dj. Welcome contact from stations emphasizing their news operations. Box 879G, BROADCASTING.

Program director - announcer - play - by - play. Available in 5 months. Box 906G, BROADCASTING.

Topnotch news director. Family, 10 years in radio, tv. Mobiles, special events, newscasts. Excellent big city news references. Box 907G, BROADCASTING.

Program director-assistant manager. Have ideas to vitalize, add appeal to your sound. Eleven years radio-tv production. Work cheap. Box 926G, BROADCASTING.

Goofed. Production-minded pd-dj desires return to medium or metropolitan market. Fast, musician, college, family, stable. Prefer Balaban, Storz, McClendon, consider all sharp organizations. Box 939G, BROADCASTING.

Production manager with five and one half years experience, presently employed. Desires to settle in the "deep" south in a friendly community with progressive station, or an agency needing a production supervisor of copy. Excellent references and resume. Box 945G, BROADCASTING.

Experienced assistant manager, young, married, and 4-year college man with background in general staff work, copy, news, play-by-play sports, sales, and management, desires further advancement. My general manager knows of this ad so write to: John O'Brien, WDNE Elkins, West Virginia.

TELEVISION

Help Wanted

Sales

Want permanent hard-working salesman for progressive southwestern location. No place for hot-shots or high-pressure artists. If you have good educational background, and if you have had tv sales experience, or have been sales manager or manager of small market radio station, and maybe had some announcing experience also, and if you sincerely want to work hard to merit advancement to administrative responsibility, then write Box 760G, BROADCASTING.

New local tv programming creates growth opportunity for stable executive type salesman. A little experience and much ability on your part, along with my help and leads to get you started, should result in $8,000 to $10,000 commission per year soon, and more in future. Salary first 6 months. Send resume and photo to Keith Oliver, WJIM-TV, Sales Manager, Lansing, Michigan.

Announcers

Wanted, experienced woman capable of doing live tv commercials, radio, writing, and some servicing. Unusual opportunity. Send tape and resume to Doug Sherwin, KGLO-TV, Mason City, Iowa.

Technical

Two engineers needed by south Texas vhf station. Box 743G, BROADCASTING.

TV maintenance technician with experience on RCA equipment needed by "El Salvador, Central America." Salary open give complete background, experience and snapshot in first letter. Box 1050, El Salvador C.A.

TELEVISION

Help Wanted—(Cont'd)

Production-Programming, Others

Wanted—TV continuity writer, creative writer, good selling tv copy experience necessary. Midwest full power vhf-net affiliate in excellent market. Opening immediate. Our employees know of this ad. Box 794G, BROADCASTING.

Wanted, experienced commercial photographer, medium south market. Must know lay-out and 35 mm slides. News secondary. Write immediately. Box 808G, BROADCASTING.

Wanted, coordinator with 1st phone—to take charge production department and operations. Salary open—mountain states area—write Box 811G, BROADCASTING.

TELEVISION

Situations Wanted

Management

Station manager: Television and radio. Thoroughly experienced in major market operation. 19 years in management and sales, with excellent contacts in the national field. Able to successfully combat tough competitive situations. Cost conscious of operations yet able to maintain high morale of employees. Understand and can use research, merchandising and marketing to secure and hold advertisers. Age in 40s. Married, with children. Past record and references open to inspection. What is your problem? Box 815G, BROADCASTING.

Manager or commercial manager. Excellent record in these positions in top markets. 17 years experience. Also network, agency. Best references all employers. Box 864G, BROADCASTING.

Manager or commercial manager. 39 years old veteran of 15 years in radio and tv would like to return to station operations. College graduate, native Texan, married, two children. Past four years salesman for top national station representative firm. Will consider radio or tv. Reply to Box 922G, BROADCASTING.

Sales

Fifteen years broadcasting experience. Desire permanent sales post, major market. Box 529G, BROADCASTING.

Announcers

Network caliber news commentator radio, television, precise resonant delivery. Box 890G, BROADCASTING.

Announcer, personality. Fifteen years professional am-tv experience. Some directing, production. Want substantial television opportunity. Box 901G, BROADCASTING.

Technical

Married, 28, have first, willing to travel, have training, need experience, desire to work in a tv station or transmitter as an engineer. Box 787G, BROADCASTING.

Production-Programming, Others

Writer-producer-coordinator. New York tv experience. Dependable, cooperative, versatile. Box 856G, BROADCASTING.

. . . and there's the one about the cub reporter who was covering the Johnstown flood and was so moved by what he saw that he wired his editor: "God sits on a lonely mountain-top tonight in Johnstown . . ." His editor wired back: "Forget flood. Interview God. Pictures if possible." If you are a station or a producer or a distributor—or whatever—and you need publicity and/or promotion for your flood, I'm your man. I'll even get picture. Box 865G, BROADCASTING.

It will take more than this ad to convince you, but I can capably handle your publicity or promotion. Station, producer, distributor, whatever —for details, write Box 866G, BROADCASTING.

Experienced newsman: Now heading vhf-radio newsroom; consistently beating newspaper, broadcast competition on regional, national news. News-in-depth specialist. Seek news director or good staff job. Excellent, authoritative delivery, top references. Box 868G, BROADCASTING.

Need an uplift for your news operation? News director desires new position. Trained in award-winning midwest television newsroom. One year in starting small-station news operation. Prefer news directorship in television, but will consider any good offer. Hard news a speciality, news specials a joy. Box 904G, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

TV production man: Skilled young man with background and experience in radio and television production, desires position as floor man, cameraman, etc. Capable of handling all phases of tv production. Prefer east. Box 911G, BROADCASTING.

Need assistant to brighten your present or planned tv show with light comedy writing and ideas, supporting character, etc.? Successful radio man with entertainment background. Can supplement salary with work on your am sales-announcing, etc. 34, married, good reputation. Any area. Mr. Smith. Empire 3-6901. 1410½ Court, Salem, Oregon.

FOR SALE

Capital offered. Substantial principles desire expand radio investments. Unlimited capital available to assist in purchase or refinancing good radio or tv stations grossing 100 M minimum up, in return for equity interest. Any sound proposals considered. Confidential. Box 938G, BROADCASTING.

Stations

Monopoly station in midwest. 1000 w. daytimer in county seat city. Price $73,500 with one-third down. Excellent equipment and studio building included. Growing industrial area in rich agricultural market. Box 940G, BROADCASTING.

1,000 watt daytimer in small, single station rural market in South Carolina. Write Box 796G, BROADCASTING.

Minority interest in Texas gulf coast regional. Excellent past record paying 12% dividends plus 10% capital gain yearly. All cash. Box 805G, BROADCASTING.

4 SALES EXECUTIVES WANTED

Mountain States - Mid-West

New England - S. East

The men we want are 30-40, willing to travel 5 days weekly. Must have managerial experience, complete overall working knowledge of radio operation, local regional, metropolitan. Able to make big-city agency presentations and sell a gas station attendant under a grease-rack.

Our guys make a good appearance, "look money", drive a good car. They must be forceful and dramatic, able to address large groups of people authoritatively.

The job is fascinating, exciting, profitable; nerve-wracking and tiring (so our men say—but they love it!).

Not a "crew deal" or "fast-buck" operation, we have some of the nation's top stations. Solidity is a must for our man. He'll be joining one of the fastest growing companies in the industry with a five year proven record.

If you're looking for a job with incentive, direct commissions with over 75% renewals yearly, where a goal of $25,000 can be reached within two years without "gambling on the future"—we'd like to hear from you. Complete resume, present income, pix, the works—we'll be in touch, arrange personal interview. Our staff knows of this ad. These are newly created posts, part of our program giving our clients more, better, closer supervision and service. January start. Reply Box 941G, BROADCASTING.

FOR SALE

Stations—(Cont'd)

Midwest single station market in city of 25,000. 500 w daytime. Mutual affiliate. $30,000 down will handle on full price of $136,500. Owner takeout approximately $30,000 a year. Selling price includes studio building and land. Box 942G, BROADCASTING.

Exceptional station, 1 kw, fulltime. West coast. $325,000.00. $97,000.00 down. Box 834G, BROADCASTING.

Pacific northwest. Metropolitan suburb fulltimer. Excellent potential. $75,000 with 29% down, balance in 10 years. Exceptional real estate included. Box 875G, BROADCASTING.

Interest in pending cp to consulting engineer for defending application in hearing(s). Box 947G, BROADCASTING.

Texas 250 w 17 hour daily broadcast time. 420,000 people living in coverage area. $110,000 with 29% down with long payout. Grossing just under asking price, with high potential in attractive area of state. Box 944G, BROADCASTING.

South Texas regional, $79,500. Terms. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Southwest daytimer. Earns $2,500 monthly. $75,000. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals. handle with care and discretion. Experienced. Former radio and television owners and operators.

Have immediate buyer, single market station billing around $75,000 annually. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Oklahoma daytimer. $100,000 with 25% down. Patt McDonald, Box 9322, Austin, Texas. GL 3-8080.

Equipment

1—RCA MI 11862 recording head (new), $100.00. 800 feet Prodelin 3⅛ inch 50 ohm transmission line with anchor insulators like new, $69.00 per section. WANE-TV, Fort Wayne, Indiana.

Available immediately 200 foot self-supporting cn Blaw-Knox tower. Six years old. WWIN Baltimore, Maryland.

Several second-hand galvanized Stainless, Inc. AM Towers. Ace High Tower. Box 55, Greenville, North Carolina.

Used microphones, complete, in good condition, available for inspection and immediate delivery. 20 pieces #44BX microphones @ 50.00 ea, 4 pieces #74B microphones @ 10.00 ea, 25 pieces #88A microphones @ 15.00 ea, 10 pieces #639 Western Electric microphones @ 60.00 ea, 7 pieces #633 Western Electric microphones less stand mounts @ 15.00 ea. Contact Mr. L. A. Murphy, American Broadcasting Company, 7 West 66th St., New York 23, N. Y.

For immediate sale: 1—GE 1-kw final, fm transmitter, type #BF-1-A and 1-2 Bay GE ring-type fm antenna. Priced for quick sale $2,250, delivered anywhere in U.S.A. Write, wire or phone Ernest W. Jackson, Jr., Vice President, Audioland Electronics Corporation, 502 West 13th Street, Austin, Texas, GReenwood 6-7047.

602A Dage monitor, 1" f/1.5 lens, 2" f/1.5 lens. 250A Dage line distribution amp. Dage 101 camera with viewfinder. Conrac 27" Industrial tv monitor. All of the above in operating condition! Price $1,700—plus shipping charges. Write: The Berkshire Eagle, Pittsfield, Massachusetts. Att.: Patricia Lynch.

Television monitors. We manufacture the most widely accepted monitors in broadcast and industrial applications. Delivered under several trade names. Tilted front, plug-in construction. 8"—$195.00, 14"—$215.00, 17"—$219.00, 21"—$259.00. Miratel, Inc., 1080 Dionne St., St. Paul, Minn.

200' tower—self supporting Blaw-Knox, type ck, galvanized, dismantled, ready to ship, $2,500.00. F. Stott, 307 West 13th, Kansas City, Missouri.

WANTED TO BUY

Stations

AM or fm station in or near metropolitan city by church-non profit corp. Strictly confidential. Box 732G, BROADCASTING.

WANTED TO BUY

Stations—(Cont'd)

Cash for profitable or unprofitable station in western Pennsylanvia or N. Y. No brokers. Box 742G, BROADCASTING.

Small or medium market station, or cp. Prefer fulltime, will consider daytime. Location open. Reasonable down payment and terms desired by experienced and responsible operator. Box 841G, BROADCASTING.

Energetic proven manager wants to lease or buy station. Not loaded with money, just ambition and hard work. Confidential. Box 897G, BROADCASTING.

Equipment

150 to 200 ft. tower, guyed or self supported. Box 921G, BROADCASTING.

Wanted: GE BA-5A limiting amplifier, any condition cash. KKEY, Vancouver, Washington.

Wanted—working 950 mc 10-50 watt STL transmitter. WPGW Portland, Indiana.

INSTRUCTIONS

F.C.C. first phone preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write: Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 7, March 4, June 24, Sept. 2, and Oct. 28. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

TV Tape recorder. Correspondence course and home construction details. Build your own television recorder. Complete course and construction details $18.75. B. Carrier Co., 5880 Hollywood Blvd., Hollywood 28, California.

MISCELLANEOUS

The most comprehensive study of fm available. (Television Magazine): the independent recent 52-page review, "What Makes FM Succeed" costs $7.00 prepaid, extra copies $2.00. Lyman Allen, Lincoln, Mass.

RADIO

Help Wanted

REGIONAL SALES REPRESENTATIVE

If you can't make $500 per week selling our radio-tv station package, you are not our man. Must be proven closer. Send resume, references, pictures. P.O. Box 679, Washington 4, D. C.

Announcers

Announcers-Deejays

Swinging independent top ten markets adding deejays-announcers-newsmen. Rush tape, resume and money requirements.

Box 935G, BROADCASTING

WANTED IMMEDIATELY

Air personality for midnight to six A.M. show. First phone, no maintenance. Rush tape and resume to Bill Jay, KENT, Shreveport, La.

RADIO

Help Wanted—(Cont'd)

Announcers

WANTED AT ONCE

Experienced combo man with first phone and selling experience. Good hourly rate for air work, plus commission on sales. Expanding staff. 5000 watts day, 500 night. Rush complete resume, tape, photo, salary expected to General Manager WHVR, P. O. Box 268, Hanover, Pa.

RADIO

Situations Wanted

Announcers

ATTENTION COUNTRY MUSIC STATIONS

Because of a change in format I must loose my top County D.J., Program Director. I am offering you one of the best men in the Country Music Field. If you need a man who can make money for you . . . here he is. Age 29, sober, reliable, energetic, creative, tops in radio production, promotion. Not a hot shot, but a worker. And he is truly a gentleman. I hate to lose him, you're lucky to get him. I will contact you personally. Write Box 936G, BROADCASTING.

Production-Programming, Others

WOMAN WRITER

Top commercial announcer sales and service. Radio or tv, over 15 years experience. Direct, diversified woman's program that will pay. Good appearance, details on request.

Box 931G, BROADCASTING

TELEVISION

Help Wanted

Announcers

Michigan's First Television Station needs:

STAFF ANNOUNCER

WWJ-TV, the Detroit News is seeking man of unusual ability to handle staff announcing assignments. Must have minimum of three years television experience and solid references. Send tape, photo, resume and kine if available to: Program Manager, WWJ-TV, The Detroit News, 622 W. Lafayette, Detroit 31, Michigan.

FOR SALE

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946

NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Dollar for Dollar

you can't beat a classified ad in getting top-flight personnel.

quest to consider the matter on its exceptions filed Nov. 26.

By memorandum opinion and order, Commission granted petitions to enlarge certain issues and denied others in proceeding involving mutually exclusive am applications by Broadcasters Inc., South Plainfield, and Tri-County Bcstg. Corp., Plainfield, N. J., and Eastern Bcstg. Co. (WDRF) Chester, Pa., for operation on 1590 kc. It granted petitions of Broadcasters and the Broadcast Bureau and denied petitions by Tri-County and Eastern. Chairman Doerfer abstained from voting; Commissioner Craven not participating.

Los Banos Bcstg. Co., Los Banos, Calif.—Designated for hearing application for new am station to operate on 1330 kc, 500 w, D; made KCRA Sacramento, KMAK Fresno, and KOMY Watsonville, all California, parties to proceeding.

Robert Burdett & Associates Inc., West Covina, Calif.—Consolidated application for new am station to operate on 900 kc, 500 w, DA, D in hearing previously designated for eight other applicants in that area.

Dale W. Flewelling, KROY Inc., Sacramento, Calif.—Designated for consolidated hearing applications for new Class B fm stations to operate on 102.5 mc.

KHOG (formerly KGRH) Fayetteville, Ark.—Designated for hearing application to change facilities from 1450 kc, 250 w, U, to 1440 kc, 1 kw, D; made KFAY Fayetteville, party to proceeding.

WTRO Dyersburg, Tenn.—Designated for hearing application to increase power on 1330 kc from 500 w, D, to 1 kw D; made WCRR Corinth, Miss., and WDXI Jackson, parties to proceeding.

Routine Roundup

Broadcast Actions
by Broadcast Bureau

Actions of November 28

WDAK Columbus, Ga.—Granted cp to install new trans. to be used as alternate main nighttime and auxiliary daytime (location of main trans.).

WDAK Columbus, Ga.—Granted mod. of cp to change type trans.; conditions.

WFBC-FM Greenville, S.C.—Granted mod. of cp to decrease ERP to 9.9 kw and change type ant.

WSFT Thomaston, Ga.—Remote control permitted.

WYLD New Orleans, La.—Remote control permitted.

WDVL Vineland, N. J.—Granted extension of completion date to 12-31.

Actions of November 26

KLAD Klamath Falls, Ore.—Granted assignment of license and cp to Myer Feldman, et al., d/b under same name.

KJR Seattle, Wash.—Granted cp to install new trans.

KSPC Claremont, Calif.—Granted mod. of cp to increase ERP to 750 watts, decrease ant. height to minus 270 ft., and change type trans.

WHOT Campbell, Ohio—Granted extension of completion date to 3-2-59.

Action of November 25

WAJC (FM) Indianapolis, Ind.—Granted cp to decrease ERP to 5 kw; ant. height 35 ft.

ACTIONS ON MOTIONS

By Hearing Examiner Jay A. Kyle on December 1

Scheduled further prehearing conference for Feb. 16, 1959, and continued without date hearing scheduled for Dec. 8 in proceeding on applications of Jeannette Bcstg. Co., and Carnegie Bcstg. Co., for am facilities in Jeannette and Carnegie, Pa.

By Hearing Examiner Forest L. McClenning on dates shown

Scheduled a prehearing conference for 2 p.m., Dec. 12 in tv ch. 6 proceeding (Gerico Investment Co. [WITV] Miami, Fla., et al.). Action Nov. 26.

Granted motion by Shelby County Bcstg. Co., Shelbyville, Ind., continuance of dates for exchange of preliminary drafts of technical engineering exhibits, for the exchange of direct cases, and for further prehearing conference to Dec. 30, Jan. 15 and Jan. 30, 1959, respectively. Action Nov. 28.

By Hearing Examiner Millard F. French on December 1

Upon oral request by Mid-America Bcstrs. Inc., continued hearing from 4 p.m., Dec. 3 to 9 a.m., Dec. 18, in matter of assignment of call letters KOFY to Intercontinental Bcstg. Corp for its standard station at San Mateo, Calif.

By Hearing Examiner J. D. Bond on December 1

Continued further hearing to Dec. 22 in proceeding on am applications of Capitol Bcstg. Co., East Lansing, and W. A. Pomeroy, Tawas City-East Tawas, both Michigan.

By Hearing Examiner Basil P. Cooper on December 1

Evidentiary hearing will be resumed on Dec. 8 in proceeding on am applications of The Monocacy Bcstg. Co., Gettysburg, Pa., et al.

By Hearing Examiner Thomas H. Donahue on December 1

Upon oral request by KEED Inc., Eugene, Ore., continued prehearing conference from 10 am., Dec. 1, to 2 p.m., on that date, in proceeding on its application and that of Liberty Television Inc., for cps for new tv stations to operate on ch. 9 in Eugene.

By Commissioner Robert T. Bartley on November 28:

Granted petition by Standard Bcstg. Corp. for extension of time to Dec. 12 to file opposition to petition to enlarge issues by Clifford C. Harris in proceeding on their applications for am facilities in Oswego, N. Y.

Granted petition by KISD Inc., for extension of time to Dec. 10 to file petition for review of Nov. 20 order of Chief Hearing Examiner in proceeding on application of Sioux Empire Bcstg. Co. (KIHO), Sioux Falls, S.D., for transfer of control from James A. Saunders to William F. Johns Jr.

By Hearing Examiner Thomas H. Donahue on on December 1

Granted request of Broadcast Bureau for extension of time from Nov. 24 to Dec. 3 to file proposed findings in proceeding on am applications of Denbigh Bcstg. Co., Denbigh, Va., and Virginia Beach Bcstg. Corp. (WBOF), Virginia Beach, Va.

By Hearing Examiner Millard French on November 26

Continued date for exchanging engineering exhibits in proceeding on am applications of Henderson County Bcstg. Co. (KBUD), Athens, and University Advertising Co., Highland Park, both Tex., from Nov. 28 to Dec. 17.

On own motion, continued without date hearing scheduled for Dec. 8 on am applications of Graves County Bcstg. Co., Providence, and Muhlenburg Bcstg. Co. (WNES), Central City, both Kentucky.

Granted petition by The Riverside Church in the City of New York, to reopen record in proceeding on its application and that of Huntington-Montauk Bcstg. Co. for fm facilities in New York, N. Y., and Huntington, N. Y.; received in evidence "Riverside Exhibit I," and record closed.

By Hearing Examiner Herbert Sharfman on November 26

Scheduled a prehearing conference for Dec. 18 on fm applications of Harvard Radio Bcstg. Co. (WHRB-FM), Cambridge, and WKOX Inc., Framingham, both Massachusetts.

By Hearing Examiner Horace Stern on December 1

Issued answers to requests for findings of fact and conclusions of law in Miami, Fla., ch. 10 proceeding.

By Hearing Examiner Isadore A. Honig on November 26

Continued hearing to Dec. 9 on am applications of Standard Bcstg. Corp., and Clifford C. Harris, Oswego, N. Y.

By Hearing Examiner Forest L. McClenning on November 26

Scheduled prehearing conference for Dec. 12 on am applications of Russell G. Salter Inc., Dixon, Ill., et al.

By Commissioner Robert T. Bartley on November 25

Granted petition by Historyland Radio for extension of time to Dec. 3 to file reply exceptions in proceeding on its application and that of Star Bcstg. Corp., for am facilities in Fredericksburg, Va.

Granted petition by Broadcast Bureau for extension of time to Dec. 5 to file replies to petition by American Broadcasting-Paramount Theatres Inc. (ABC) for rehearing in proceeding on applications of Albuquerque Bcstg. Co. (KOB), Albuquerque, N. M.

By Chief Hearing Examiner James D. Cunningham on dates shown

Granted motion by Northwest Video for dismissal without prejudice of its application and retained in hearing status applications of Liberty Television Inc. and KEED Inc., all for cps for new tv stations to operate on ch. 9 in Eugene, Ore. (Action 11/25).

Continued from Nov. 28 to Dec. 2 (at 9 a.m.) oral argument on Motion of Livesay Bcstg. Co., to defer action on petitions by Prairie Television Co. and Plains Television Corp. for intervention in proceeding on applications of Wabash Valley Bcstg. Corp. (WTHI-TV, ch. 10), Terre Haute, Ind., for renewal of license and Livesay for cp for new tv station to operate on ch. 10 in Terre Haute (Action 11/26).

By Hearing Examiner Elizabeth C. Smith on November 25

Granted motion by Broadcast Bureau for extension of time from Nov. 19 to Jan. 12, 1959 for filing proposed findings and conclusions, to Jan. 21, 1959 for filing replies thereto, and from Nov. 19 to Dec. 1 for filling suggested corrections to the transcript in proceeding on am application of Bay Area Electronic Associates, Santa Rosa, Calif.

By Hearing Examiner Thomas H. Donahue on November 25

Granted petition by Melody Music Inc. (WGMA), Hollywood, Fla., for continuance of hearing from Nov. 28 to Jan. 5, 1959 in proceeding on its am application, et al.

Removed from hearing am application of The KBR Stations Inc., Keene, N. H.

By Hearing Examiner Charles J. Frederick on November 25

Continued without date further prehearing conference in proceeding on am applications of Kankakee Daily Journal Co. (WKAN), Kankakee, Ill., and William F. Huffman Radio Inc. (WFHR), Wisconsin Rapids, Wis., pending Commission action on request by Broadcast Bureau to withdraw its opposition to petition by Kankakee for reconsideration and grant of its application without hearing.

By Hearing Examiner J. D. Bond on November 25

Scheduled hearing for Jan. 8, 1959 on application of KOOS Inc. (KOOS-TV), Coos Bay, Ore., to change from ch. 16 to ch. 11 and Pacific Television Inc., for cp for new tv station to operate on ch. 11 in Coos Bay.

By Hearing Examiner Forest L. McClenning on November 24

Granted motion by Broadcast Bureau and set date of Dec. 8 for submission of additional information by Darwin Bcstg. Co. in show cause proceeding on revocation of license of station KHCD Clifton, Ariz.

By Chief Hearing Examiner James D. Cunningham on dates shown

On own motion, ordered that oral argument is scheduled for 9 a.m., Nov. 28 on motion by Livesay Bcstg. Co., to defer action on petitions by Prairie Television Co. and Plains Television Corp., for intervention in proceeding on applications of Wabash Valley Bcstg. Corp. (WTHI-TV, ch. 10), Terre Haute, Ind., for renewal of license, and Livesay for cp for new tv station to operate on ch. 10 in Terre Haute. Action Nov. 15.

By Hearing Examiner H. Gifford Irion on November 20

Scheduled prehearing conference for Dec. 5 on applications of Frank James and San Mateo Bcstg. Co. for fm facilities in Redwood City and San Mateo, Calif.

By Hearing Examiner Annie Neal Huntting on dates shown

Continued hearing from Nov. 24 to Dec. 10 on am applications of James W. Miller, Milford, Conn., et al. Action Nov. 21.

Scheduled further hearing for 9:30 a.m., Dec. 1, on am application of County Bcstg. Co., Clarion, Pa. Action Nov. 24.

By Hearing Examiner Thomas H. Donahue on November 24

Dismissed as both untimely filed and moot petition by Donner Bcstg. Co., Truckee, Calif., for continuance of hearing in proceeding on its am application, et al.

Issued order following pre-hearing conference in proceeding on am applications of Donner Bcstg. Co., Truckee, Calif., et al., and scheduled further prehearing conference for Jan. 26 and hearing for Feb. 17, 1959.

By Hearing Examiner Millard F. French on November 21

Prehearing conference scheduled for 10 a.m., Dec. 3, is continued to 2 p.m. on the same date on am application of South County Bcstg. Co., Wickford, R. I.

UPCOMING

December

Dec. 8-12: CBS Films, Inc., national sales meeting, Plaza Hotel, New York.
Dec. 13: Connecticut UPI Broadcasters, winter meeting, Commodore McDonough Inn, Middletown.
Dec. 15: NAB, Broadcasting engineering conference committee, Mayflower Hotel, Washington.
Dec. 16: NAB, convention committee, NAB headquarters, Washington.
Dec. 17: NAB, ad hoc committee on editorializing, NAB headquarters, Washington.

January

Jan. 16-17: AWRT national board meeting, Waldorf-Astoria Hotel, New York City.
Jan. 16-17: Mutual Advertising Agency Network, quarterly business meeting and administrative workshop, Plaza Hotel, New York.
Jan. 17: Oklahoma Broadcasters Assn., winter meeting, Claremore.
Jan. 23-25: Advertising Assn. of the West, midwinter conference, Rickey's Studio Inn, San Jose, Calif.
Jan. 23-25: AWRT, Michigan conference, Detroit.
Jan. 28-29: Georgia Radio & Tv Institute, U. of Georgia, Henry W. Grady School of Journalism, Athens.
Jan. 29: ANA, annual cooperative advertising workshop, Hotel Pierre, New York.

February

Feb. 5-8: High Fidelity Music Show, Shoreham Hotel, Washington.
Feb. 8-14: National Advertising Week.
Feb. 17-20: Audio Engineering Society, annual Western convention, Hotel Biltmore, Los Angeles.
Feb. 24-25: NAB, conference of state broadcaster association presidents, Shoreham Hotel, Washington.

March

March 15-18: NAB, annual convention, Conrad Hilton Hotel, Chicago.
March 15-19: NAB, broadcast engineering conference, Conrad Hilton Hotel, Chicago.
March 23-26: IRE, national convention, Waldorf-Astoria Hotel, New York.

April

April 6-9: National Premium Buyers, 26th annual exposition, Navy Pier, Chicago.
April 7: Premium Adv. Assn. of America, conference, Navy Pier, Chicago.

This is the kind of hold our station has on people

The helping hand is a reality here. A true cross-section of home-owning America, the roots of family life go deep — in the many thriving cities and on the flourishing farms. Here families like to cater to their wants through friends and neighbors.

We are friends and neighbors. The veteran members of our staff are solid figures in the community, active in church and community projects — the P.T.A., the Community Chest, Scouting. Our programming is friendly, too. Lots of public service. Help on community problems. No triple spots.

So our audience loyalty is intense, by every measure. As you consider our *quantity* story (747,640 TV homes in 41 counties of 3 states) never forget the *qualitative* one . . . George P. Hollingbery will show you a realistic, one-price rate-card.

whio-tv
CBS
channel **7** *dayton, ohio*

JULY PULSE – 12 of the top 15 once-a-week shows.
FIRST 2 top 10 multi-weekly shows originate in our studios.

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching and Holding 2,881,420 People

from **RODERICK A. MAYS,** *owner-manager, Mays & Co., and president, Western States Advertising Agencies Assn.*

What does the 15% really mean to media?

The customer-seller idea has come to dominate agency-media relations to a point where the two may be losing sight of their real partnership. This is a working relation rooted in their financial partnership and expressed in the commission system.

The Western States Advertising Assn. has set out to put things back in perspective in its current Media Relations program. The subject is up for primary examination as the association follows its major objective of putting special emphasis on basic functional aspects of the agency business.

A recent meeting in Los Angeles of the WSAAA consisted of a Media Relations Night, in which a panel of advertising agency and media executives discussed the key role of the advertising agency in building media business. At the conclusion of this meeting a four-point policy was outlined:

(1) Renewing the close association with media which has marked the organization's history; (2) requesting opportunities to make presentations of the agency business to media personnel; (3) inviting the establishment of an Agency Relations Committee by each medium to work with members of the agencies' media groups, and (4) giving leadership to the formation of an overall media-agencies program to explore and develop common interests.

The response to these proposals was immediate and unanimous. Major media, speaking through their associations and on their own behalf, expressed enthusiastic support of the entire program. First to turn its expression into action was the Southern California Broadcasters Assn., which within 24 hours following the meeting issued an invitation for the agencies' association to make its first media presentation. This was done at a well attended meeting of radio executives in Hollywood on Nov. 20, and an Agency Relations Committee was appointed by the broadcasters to work with the WSAAA.

It is the opinion of our association that the value of agencies to media should not be taken for granted. The agency commission system would not have survived and grown, spreading through the newer media of radio and television far more predominantly than the older medium of newspapers, if this were not an empirically successful system, yielding productive benefits to media, agencies and advertisers. But this is no sign that the agency system and its basis in the financial relationship with media no longer need selling.

The responsibility for such selling belongs to the advertising agencies. The need for it goes beyond the generalization that any good and continuing thing should go on being sold. Despite the success story of advertising agencies in the distribution economy of the nation, there are chapters being written in that story that provide less than glowing accounts of progress. And I am not referring merely to the finger-pointing of current novels and the generally poor public-opinion "image" our business has been acquiring. I am referring rather to more immediate concerns:

(1) The increasing criticisms in the past few years within the advertising industry of the commission system;

(2) The willingness on the part of some individual media to pay commissions to anyone who asks for them if he can deliver a piece of business;

(3) The noncommissionable trade arrangement;

(4) The non-commissionable program package. This list could be extended, and unfortunately is.

If these practices don't hurt agencies much, this is another tribute to the inherent strength of the agency business. They could hurt more and in certain cases do. Certainly they provide specific reasons, if any were needed, why the whole agency industry should be selling itself to media to a greater extent than it is presently doing. They also offer basis enough for the presentations of the agency business and the selling portion of the media relations activity in which our association is engaged.

The value of advertising agencies to media is basically the same as their value to advertisers: namely, a highly developed creativity in the area of action-producing communication. In their service to clients, advertising agencies are "think tanks" for getting people to do things, in other words, for more successful marketing. In their service to media, advertising agencies are creative to a varying and sometimes critical degree in determining what is to be advertised and why. They are directly charged with the responsibility of creating the physical form of the advertising. On the correctness of their creative application on these points rests the results of advertising, by which the continued use of a medium stands or falls. With media dependent on the creativity of advertising agencies, it behooves them to do all they can to see to it that agencies remain in good creative health, retaining, developing and attracting to the business the best possible talent.

The broadcast media have been born, have grown up, and in the case of radio attained metamorphosis, all within the framework of the advertising agency system. The degree to which their development has been shaped by this system must be open to some variety of interpretation. But few could declare that the effect has not been considerable.

If this much has happened this fast, what does the future hold? Much more, to be sure, if advertising agencies can grow in creative capacity with the media they have helped to nurture. This means money: to keep, develop, and attract the best creative brains in a new, very unusual, and highly critical profession. Money? For all the discussion that has taken place recently on the subject of 15%, most agency studies show that this traditional commission isn't enough and must be augmented by fees.

Should this fact be of interest to media? I think it should, if media want to serve their own interests and to maintain and strengthen their traditional relationship with the creative nerve-centers of the advertising industry. In this most dynamic segment of our highly dynamic economy, advertising agencies can produce a lot more for advertisers, media and themselves if they can get media to recognize their worth more fully, and to act accordingly.

Roderick A. Mays, graduate of U. of California. Entered radio as announcer, writer and producer, first at stations in San Francisco, then in Los Angeles including CBS, Hollywood, 1937-41. Established Los Angeles advertising agency, Mays & Co., in 1941; has handled major retail and appliance accounts in Southern California, including Barker Bros., Western-Holly, General Electric Appliances, Philco and Kelvinator. As president of Western States Advertising Agencies Assn., has inaugurated media relations activity in present form.

Is This Army Necessary?

NO responsible broadcasters or broadcast advertisers will object to the principle behind the Federal Trade Commission's intensified monitoring of radio and tv commercials. The enlistment of 350 FTC staff members in a radio-tv monitoring force is for a commendable purpose—to drive illegal and misleading advertising off the air.

But the creation of so large a force suggests that bad advertising must be rampant. It isn't. Indeed the quality of broadcast advertising is infinitely better today than it was a few years ago. Bait and switch accounts, which were widespread in the early days of television, are virtually non-existent now. The extravagances of pitch advertising have almost disappeared.

The 350 FTC monitors will find little on the air that needs correction. The danger is, of course, that the monitoring force will seek to justify its perpetuation by making trouble where no trouble is deserved. It is that development which the broadcast media must do what they can to discourage.

For Posterity

THERE is merit in the project formally initiated last week to raise $10,000 in seed money to explore ways and means of establishing a Broadcasting Hall of Fame.

Originally proposed last year by John F. Patt of WJR Detroit, during his tenure as president of Broadcast Pioneers, the initial move is being made under NAB auspices. Appropriately, Mr. Patt is chairman of the advisory committee.

Broadcasting is one of the phenomenons of this century. It has become part of our way of life to a greater extent than perhaps any other development of the era. It was born, nurtured and developed in the U. S. A. It deserves the recognition that would be accorded it through the Hall of Fame-Museum-Library project. And it should be undertaken while many of the pioneers who contributed to the development of broadcasting are still with us, and while old gear, recordings, scripts and other invaluable data are still available.

Option Time Dilemma

THE FCC, which moves from crisis to crisis, has reached the point of no return on its tv network study. Between now and the convening of Congress in January, it is obliged to decide how far it proposes to go in revising existing network regulations, with the crucial question whether option time is or is not to be.

The punitive Barrow Network Study Report of October 1957 held, in essence, that networks are essential in tv broadcasting. But it concluded that option time is not essential, despite the unanimous contention of networks, affiliates and station representatives that without guaranteed clearances no network could survive, much less thrive.

There are other Barrow recommendations of course—37 of them. The most onerous, that on multiple ownership which would have cut the quota to three vhf stations in the first 25 markets, as against five anywhere, was to all intents dealt with when the FCC last July approved the $20 million transfer of the WCAU stations in Philadelphia to CBS, giving it its fifth owned vhf outlet.

That left option time, among all the others, as the critical issue. And here the FCC's dilemma is compounded. The Dept. of Justice has already concluded in an unusual departure from normal procedures, that option time (and must buys) appear to constitute violations of the antitrust laws. It also exacted from the FCC a commitment that it have an opportunity to examine the FCC's proposed findings before the final decision is issued.

And now, as reported by us last week, the FCC's special network study staff has drafted a document which, instead of being an objective analysis of all the testimony adduced at last spring's hearings on the Barrow Report, turns out to be a partisan opinion supporting the Barrow findings by putting into the FCC's mouth words that summarily would eliminate option time as non-essential. It dismisses the testimony of affiliates and representatives as prejudiced and as having been influenced by the networks.

Which prompts the question: Who's running the FCC anyway? It is not for the Dept. of Justice to insinuate itself into legislative proceedings. Its recourse is to the courts, if it feels that the anti-

Drawn for BROADCASTING by Sid Hix

". . . and what type of show do you prefer?"

trust laws are being violated. It is not for the staff attorneys and economists to lead the FCC, as they did during the height of the New Deal, by initiating policy through clever paper work.

The responsibility for policy under the law originally written 31 years ago devolves upon the members of the FCC. It was because Congress thought the FCC and other administrative agencies had become pawns of the executive branch that the House Oversight Committee avowedly was created. That it went far afield into headline hunting by way of exposing influence peddling was not the fault of the House leadership.

The FCC must assert its jurisdiction if it is to fulfill its legislative duty. It cannot ignore the unanimous view of networks and affiliates that option time is essential. That is not to say that the existing segments must remain inviolate. Nor can it accept without challenge the Barrow-Justice-Staff party line. It must assert its independent judgment on the basis of all the testimony.

The next formal step is for announcement of proposed rule-making. But before that happens, the FCC is committed to submit its proposed findings to the Dept. of Justice—an extraordinary procedure probably without precedent in government. Lest there be false and dangerous conclusions based on false premises, it would only be fair for the FCC simultaneously to make public the document it submits to the Dept. of Justice so that the public's best interest may be served by comments and rebuttal from all parties in interest.

Ready and Able

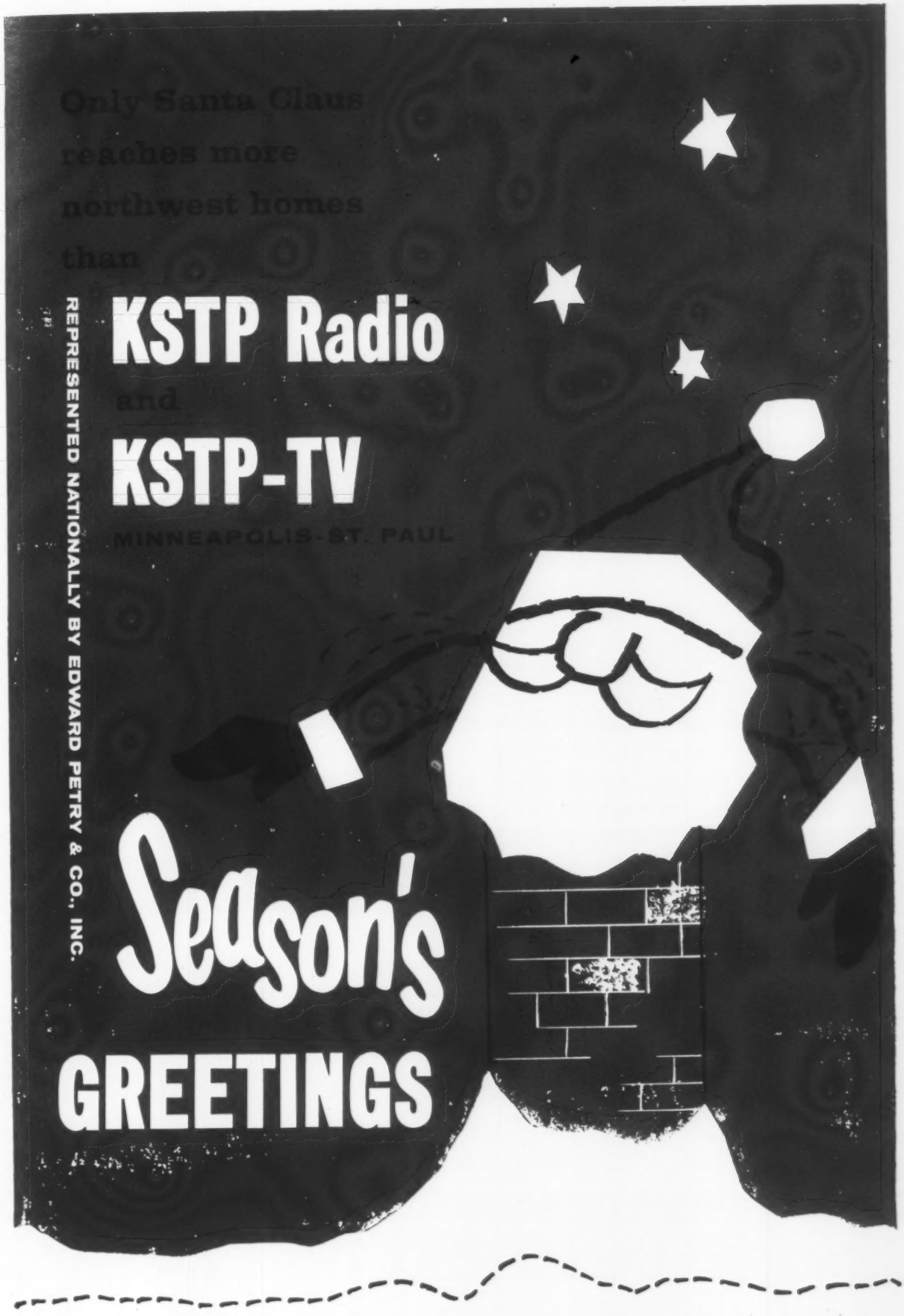
FRANK BARTHOLOMEW, president of United Press International, last week proposed the creation of a reserve corps of war correspondents who would be kept informed of military developments and would be ready for assignment in case of action.

The proposal makes sense, especially for broadcasting. In the unhappy event of war, it would be radio and television to which the people would turn for the fastest news coverage.

No correspondent can provide knowledgeable coverage of military action unless he has an adequate education in military principles and techniques. This is not the sort of education that can be acquired overnight.

In the company of radio and television newsmen there are many who have had personal experience in war and so already have at their command a fund of basic knowledge about military matters. But how many, we wonder, are fully informed about modern weapons and modern tactics? The M-1 warfare of World War II or Korea is obsolete.

We are certain that broadcasting would be glad to bear the slight expense in money and man-hours that would be involved in the creation of a stand-by-corps of correspondents.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